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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Copyright proposals leave broadcasters cold. p19
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12/15

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These products are all produced in the Green Bay Television Market. Their manufacturers add strength and stability to our nearly 400,000 TV families

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You'll sell more cars if you advertise



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Our Group W music and news stations in Chicago, Boston, Pittsburgh and Fort Wayne have a common aim.

To reach the big-spending, car-buying 25 to 49 age group.

We play the kind of music they want. Broadcast the kind of news and commentary they want. And have the kind of personalities they want.

What's more, 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 drive a lot of cars.

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KDKA PITTSBURGH
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W
WESTINGHOUSE BROADCASTING COMPANY

Where you reach men. Not boys.

*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 **RA** 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.*

KRLD-TV



The Dallas Times Herald Station / CLYDE W. REMBERT, / President / represented nationally by 

Bigger pictures

Although FCC's activities in multiple-ownership and programing matters hold greatest fascination for broadcasters, commission under its new chairman, Dean Burch, is putting stress on space-age nuts-and-bolts matters. Domestic communications satellites and land-mobile radio's request for spectrum space are said to rank one-two with Chairman Burch in order of commission's priorities.

If latest White House estimate proves better than earlier ones, report detailing White House views on domestic-satellite matter will be available this week—at which point commission will be free to proceed toward adoption of policy providing for domestic satellite system. And with members of Congress friendly to land-mobile users continually prodding commission to act on their demands for spectrum space, commission staffers are said to be rushing to complete drafts of orders embodying commission's land-mobile spectrum policy.

In the wings

Curious about possible successor if Vincent T. Wasilewski had not hired on for two more years as president of National Association of Broadcasters (see page 48). Alphabetically, names advanced included: Howard Bell, former NAB vice president, now president of American Advertising Federation; John S. Hayes, former president, Post-Newsweek Stations, former ambassador to Switzerland; Lee Loevinger, Washington communications attorney, former member of FCC, and Willard Walbridge, vice president of Capital Cities' KTRK-TV Houston and incumbent chairman of NAB joint board, who made new contract announcement and was main arm-twister in inducing Mr. Wasilewski to stretch his tenure from five to seven years.

Recovery program

So far announcement of change of hosts on ABC-TV's late-night show hasn't stemmed decline of station clearances that caused network to substitute Dick Cavett for Joey Bishop. Clearances for Mr. Cavett are under three for Mr. Bishop, who was on 121 stations, including 27 UHF's when he left air. Network officials admit they have station selling job to do but say it would

have been even tougher if old show had been kept.

Another problem foreseen when Cavett show starts Dec. 29 is possible shortage of guest talent for all three networks' late-night programs, all of which will be originating in New York. Some think only solution will be for shows to hit road often.

Good marks

FCC's new Republican members—Chairman Dean Burch and Commissioner Robert Wells—in less than two months have passed preliminary exams as far as key professionals on agency's continuing staff (not subject to political caprice) are concerned. Chairman Burch, according to mini-survey, is bright, incisive but impatient when discussion is prolonged or becomes repetitive. Commissioner Wells, FCC's only professional broadcaster, is opening some eyes. He's described not only as knowledgeable but articulate and effective in advocating views, which aren't necessarily in defense of status quo in broadcasting.

Of, by, for radio

Massive radio campaign to sell radio as advertising medium is due to get under way early in 1970. It is project of Radio Advertising Bureau and is being built around eight commercials created for RAB by Chuck Blore Associates for use on bureau's 1,600 member stations. Commercials are based on "do it on the radio" theme featured in special production created by Blore for this year's RAB-Association of National Advertisers workshops. Some are musical, some talk, some testimonials to radio advertising by successful users; all are aimed at advertisers and agencies. There'll be extensive tie-in promotions.

Two on the burner

FCC is scheduled to consider this week proposed one-to-customer rule but may delay action. Instructions for order that was completed by staff and distributed to commissioners last week were given during regime of former Chairman Rosel H. Hyde. In new regime officials speculate that commission will want to take another hard look at matter. Proposed order reportedly follows outline of rule as proposed in March 1968; it would bar owner of full-time station from acquir-

ing another in same market. One exception: Licensee of Class IV station would be allowed to acquire FM ("Closed Circuit," Dec. 8).

Even older proposed rulemaking—one to prohibit networks from owning or controlling more than 50% of their prime-time entertainment programing, initiated in March 1965 — surfaced at commission meeting last week. Commissioners chewed it over, reportedly inconclusively, and set it aside again.

Project for 1970

There's little chance of Senate action in this congressional session on Pastore bill (S-2004) that would require FCC to find licensee disqualified before opening his facility to other applicants. At second session, which begins after first of year, nothing changes on calendar, and hope is that FCC can wind up their incomplete testimony so bill can get through committee. At least two of four commissioners who have opposed bill may take another look if, as has been suggested, there's modification of language.

Wider dial

All-industry committee for radio all-band legislation is in business. Formed as radio industry group that will fight for legislation to include FM and AM in all radios sold in U.S., committee has Walter Schwartz, president of ABC Radio, as chairman; Roger Hoeck, formerly with American Research Bureau, as executive director. It will make headquarters in New York.

Retail looks juicier

Wells, Rich, Greene, New York, which made its reputation in TV, has been gearing up in recent months for retail advertising debut. Mays department store, New York, appears to be hottest prospect. Agency's interest in retail first surfaced when it was invited by Sears, Roebuck to make presentation. Though Sears project aborted, WRG's interest in retail didn't.

Some observers from sidelines have suggested marriage of somewhat exotic, creative shop and conservative retailer is doomed to failure. Wells, Rich, Greene has never been known to pinch pennies for clients, and retailers are thrifty lot. Closest thing to retail account now at WRG: new Midas auto muffler franchise account.

WHEN VINCE LOMBARDI WAS COMING TO WASHINGTON, WHO SCOOPED EVERYBODY BY TWO WEEKS?

The same guy who picked the Mets over the Orioles. Warner Wolf.
And it happened on WTOP. Radio and television.

That's where Washington gets the latest sports news. First.
And the news as Warner Wolf reports it includes a little criticism, praise, or
unsolicited advice. As needed.

And maybe a laugh. Or a needle.

But always an Eyewitness Look.

Warner Wolf—five times a day on WTOP RADIO. And on the
6 and 11 p.m. news on WTOP-TV.

WTOP

POST-NEWSWEEK STATIONS
Represented by TvAR and CBS Radio Spot Sales.

Broadcasters are grim, CATV operators gratified over copyright bill reported out by Senate subcommittee last week with complete provision for cable systems. NAB, copyright owners brace for battle against bill. See . . .

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Newsmen get eagerly awaited opportunity to ask President Nixon whether he endorses views of Vice President Spiro T. Agnew on network news coverage. The President says yes, but with qualifications. See . . .

Nixon comments on news analysis . . . 28

Radio-TV commercials much maligned at annual convention of Association of National Advertisers last week in Scottsdale, Ariz. Delegates hear call for guaranteed circulation for television advertisers. See . . .

ANA criticized TV . . . 30

Details of collective bargaining agreement with Screen Actors Guild and American Federation of Television and Radio Artists are outlined at convention of Association of National Advertisers. Talent payments to increase. See . . .

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Figures released by Television Bureau of Advertising put third-quarter spot-TV spending at \$256.5 million and network-TV sales for 11-month period well ahead of last year at \$1.5 billion. See . . .

TVB's optimism becomes a fact . . . 36

Three Mexican-American groups announced intention to seek fairness-doctrine relief from FCC over airing of Frito Bandito television commercials, charging spots create negative stereotype of minority group. See . . .

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Cigarette manufacturer American Brands Inc. seeks court order enjoining three major networks and NAB from implementing new NAB code guidelines regarding inclusion of 'tar' data in cigarette advertising. See . . .

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NAB's Television Code Review Board reaffirms its rule against using live models in lingerie advertising on television, but agrees to conduct survey of code members to determine public attitudes. See . . .

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Vincent T. Wasilewski, president of National Association of Broadcasters for past four years who had been contemplating resignation, signs on for two-year term at urging of NAB executive committee. See . . .

Wasilewski stays on at NAB . . . 48

Edward W. Barrett, member of duPont-Columbia Broadcast Journalism Awards jury, defends honoring of Dr. Everett C. Parker against critics, asks them to 'examine themselves,' seek out criticism. See . . .

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Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, \$11.50 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.



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Countdown on cigarette order

Federal district judge in Washington took under advisement Friday (Dec. 12) request by American Brands Inc. for restraining order temporarily blocking implementation of new broadcast industry guidelines on cigarette advertising (see page 42).

American asked Judge Matthew F. McGuire to block implementation of guidelines, adopted by National Association of Broadcasters code, until court can hold hearing on request for preliminary injunction. Amendment adopted on Oct. 22, is to become effective Jan. 1.

Judge McGuire said he would issue decision on request for temporary order "within 24 hours."

American's motion for temporary restraining order and for preliminary injunction is directed at NAB and three networks, which have informed company they will abide by code and not accept its advertising for Pall Mall Golds and Silva Thins after Jan. 1.

American contends that it will be "wrongfully prevented" from lawfully advertising its products and will suffer "immediate and irreparable injury and damage" if court does not block implementation of code guidelines.

Because of comparative "tar" and "tar"-content claims now made for two brands, American, under new guidelines, would be required to state name of competing cigarette to which it compares its brand and to state "tar" content in milligrams in smoke of lowest and highest yield domestic cigarettes as reported by Federal Trade Commission. American objects to both requirements.

Counsel for three networks and NAB, in opposing request for restraining order, disputed contention American would suffer irreparable loss. Roger Wollenberg, representing CBS, noted American could modify commercials so that they would conform with new guidelines, or use time purchased for other products. American appears to be only cigarette company affected by new guidelines.

Abe Krash, counsel for American, suggested, in answer to question from bench, that NAB adopted new guidelines and refused to defer their implementation because of wish "to be a hero." He noted that action was taken at time of "great agitation," in Congress and elsewhere, as to what government would do to phase out cigarette advertising on radio and television.

Federal Trade Commission is also

defendant in suit. It filed deceptive advertising complaint against American in connection with advertising for Pall Mall Golds and Silva Thins, then issued policy based on that complaint. NAB guidelines implement policy.

As result, Mr. Krash told court, American is effectively being denied right to defend itself in FTC hearing. Company's advertisements, he said, should not be barred before hearing on preliminary injunction.

Another Hill trek for Hyde

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) said Friday (Dec. 12) that his Investigations Subcommittee will call former FCC Chairman Rosel H. Hyde to testify at undetermined time early next year in connection with hearings on FCC matters.

Chairman said hearings would not focus only on WIFE-AM-FM Indianapolis license renewals, although subject will probably be very much alive when hearings are held. WIFE renewals prompted full Commerce Committee, in chairman's absence, to request subcommittee hearings on handling of case and other questions surrounding stations owned by Don Burden.

Chairman Staggers said he received hand-delivered letter last week from FCC Chairman Dean Burch promising full cooperation of commission.

Meanwhile, Justice Department has notified Representative Robert O. Tierman (D-R. I.) of House Commerce

What shut Apollo's TV eye

Preliminary examination of color-TV camera that failed on moon during Apollo 12 moonwalk last month (BROADCASTING, Nov. 24) shows that top portion of camera tube indeed had been burned. Presumably, lens was pointed directly into sun when camera was being set up on lunar surface by astronauts.

Word came from National Aeronautics and Space Administration officials in Houston, who also declared that there was no mechanical or electronic failure to camera. Tube is being shipped to Westinghouse Electronic Tube Division plant in Elmira, N.Y., for detailed inspection.

NASA said that during examination, automatic light-control circuit was disconnected and picture became visible. It did not, however, indicate how good that picture was.

Committee that it is looking into Mr. Hyde's actions in connection with WIFE renewals to determine whether there was violation of federal law. Representative Tierman had made that request in telegram to Justice Department.

Questions surrounding WIFE case, and raised by Representative Tierman in his telegram, involve alleged gifts given to public officials by owner Burden, as well as alleged attempts to slant news on another Burden station (BROADCASTING, Dec. 8).

Sudden cigarette debate

Senate unexpectedly began floor debate on cigarettes Friday (Dec. 12), after Senator Frank E. Moss (D-Utah) and supporters requested early consideration of Senate Commerce Committee's cigarette bill. Amended bill was passed Friday night by landslide 70-to-7 vote.

Threat of filibuster by Senator Moss vanished early Friday evening when Senate rejected Commerce Committee's proposal to bar Federal Trade Commission from requiring health warnings in cigarette advertising until July 1, 1972. Instead, Senate accepted amendment offered by Senator Morris Cotton (D-N. H.) that would permit FTC action as of July 1, 1971, which was acceptable to Senator Moss.

Chairman Paul Rand Dixon of FTC had said 1971 date would be desirable if cigarettes left broadcast by end of 1970, as Commerce Committee has proposed.

Senate also accepted Moss amendment to require warning on cigarette packages that would read "Warning: Cigarette smoking is dangerous to health." Commerce Committee had proposed "Warning: Excessive cigarette smoking is dangerous to health."

Later Friday evening, Senate gave approval to committee proposal to ban broadcast cigarette advertising by Jan. 1, 1971, after Senator Moss withdrew alternative amendment that would have permitted tobacco companies to phase out of broadcast cigarette advertising by September 1970.

Cold water on KTVH sale

FCC has resolved uncertainty over fate of proposed \$4.4 million sale of KTVH-TV Hutchinson, Kan., by Minneapolis Star & Tribune Co. to WKY Television Systems Inc. It denied application for transfer of control.

Commission acted without hearing at request of WKY. Both parties in sale waived rights to hearing when it became apparent that hearing ordered by

Week's Headliners



Mr. Dougherty

Joseph B. Dougherty, executive vice president, Capital Cities Broadcasting Corp., New York, named president of new broadcast division. **Daniel B. Burke**, Capital Cities executive VP, named president, new publishing division.

Irving K. Kessler, executive VP with responsibility for RCA Defense Electronics products since October 1967, becomes executive VP, defense and commercial systems, effective next Jan. 1, in top change at RCA. He assumes

operating responsibility for RCA's Commercial Electronic Systems—design, production and sale of TV-radio studio and transmitting equipment—in addition to defense-product area. Commercial electronic activity was handled by **Barton Kreuzer**, executive VP, who takes post of executive VP, consumer electronics, plus RCA Sales Corp. and RCA Distributing Corp.

Richard Depew, VP and director of television programing, Fuller & Smith & Ross, New York, named VP, media and programing. Media director **Lou Crossin** will report directly to Mr. Depew.

R. H. Stewart Mitchell Jr., senior VP, Tracy-Locke Inc., Dallas-based advertising company, elected executive VP. He succeeds **William J. James** who retired. Mr. Mitchell is succeeded as senior VP by **Norman W. Campbell**, manager of Denver office. **Richard C. Brown**, manager of Houston office, also named VP.

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

commission on transfer could not be completed by Dec. 31, date sales contract will expire. And Minneapolis Star & Tribune has refused to extend contract.

Commission decided case primarily on issue of concentration of media control. It cited WKY's media interests, particularly in Oklahoma and Texas, and said approval of transfer would extend company's influence to third state, all of which have similar economic activities.

Under circumstances, commission said, increased area in which Wky would have voice "provides substantial support for a finding that approval of the transfer would result in an unwarranted or undue regional concentration of control."

Commission, in move expected to ease expressed concern of WKY, said it was satisfied that Wky's programing proposals were made in good faith and with intention of maintaining program format at least as good as that of present owner—as Wky had proposed and commission had questioned. Denial of transfer is not intended to reflect adversely on Wky's credibility and character.

Commission, in resolving issue raised by corporate and family trusts of Edward K. Gaylord family, which owns company, said that Wky had made showing which allays problem.

Commissioners Robert T. Bartley, Kenneth A. Cox, Nicholas Johnson and

H. Rex Lee voted for decision, with Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells listed as concurring in part and dissenting in part.

Chairman Burch is understood to feel that concentration-of-control issue in case was too important to have been handled without hearing. Commissioners Robert E. Lee and Wells are said to dispute majority's conclusion that concentration of control exists.

Agency shift for Morrell

John Morrell & Co., Chicago, moves \$1-million processed meat account from Allen, Anderson, Niefeld & Paley there to Kenyon & Eckhardt, Chicago, effective March 1. K&E already handles some Morrell business.

WKWK to Publishers

FCC announced Friday (Dec. 12) it had approved \$649,000 sale of WKWK-AM-FM Wheeling, W. Va., from Eugene Lang and others to Publishers Broadcasting Corp.

Also included in sale was Muzak franchise in Wheeling.

Vote was 5-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting. Commission made grant subject to outcome of its one-to-customer rulemaking proceeding.

Publishers Broadcasting is subsidiary of Publishers Co., Washington-based firm engaged in printing, binding, lithog-

raphy and other aspects of printing.

WKWK(AM) is full time on 1400 kc with 1 kw day and 250 w night. WKWK-FM is on 97.3 mc with 50 kw an antenna 470 feet above average terrain.

ID rules for translators

FCC Friday (Dec. 12) announced it was relaxing station-identification requirements for TV translators. Changes are effective Dec. 19, though present forms of identification may be continued until Dec. 31, 1970.

For translators of more than 1 w but no more than 100, commission ruled identification by translators themselves is not necessary, provided suitable ID arrangements through primary station are implemented.

Noting that translators of more than 100 approach regular broadcast powers, commission said such facilities must present own call signs at least every 30 minutes of operation.

New view on WHDH

FCC hearing order in case in which RKO General Inc. faces two challenges to renewal of its WNAC-TV Boston (BROADCASTING, Dec. 8) was seen last week as providing some basis for commission's assertion that WHDH decision was unique.

Commission, in RKO order, said that since Boston channel 7 case is "a renewal-new applicant proceeding, RKO's past broadcast record during the previous license term, favorable and unfavorable, will be relevant." Commission cited Hearst Radio case, decided in 1951, as precedent.

In WHDH decision, in which commission in January denied renewal to WHDH-TV Boston and awarded contested channel 5 to competing applicant, commission did not consider station's past record. Instead, it decided case on criteria that had previously been related to hearings involving new applicants only—diversification of control of mass media and integration of management and ownership.

Decision shocked industry and caused broadcasters to rush to support Pastore bill (S-2004), which is designed to afford licensees protection against challenges at renewal time.

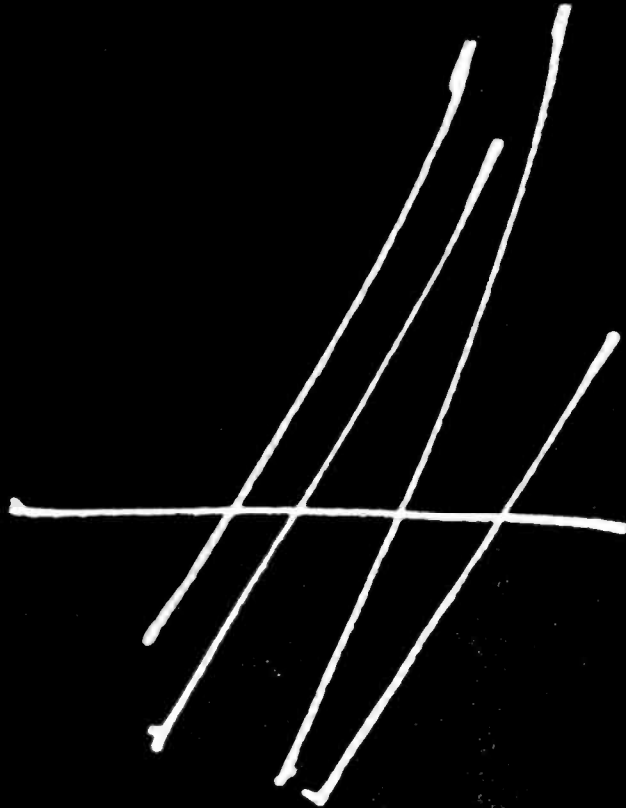
In opposing that bill, commission said WHDH was unique and did not constitute precedent. Commission pointed out that case grew out of ex parte charges in 1950's and that station's operations had been conducted under various temporary authorizations, while its right to regular authorization was under challenge.

Against that background, language in Boston channel 7 hearing order was seen as rehabilitating Hearst case as precedent in hearings in which renewal applicants are competing with applicants for new stations.

WTTG

Metromedia Television in Washington, D.C.

won five Emmys representing fifteen hours of award-winning regular programming each week.



Emmy awards are the way the Broadcasting Industry recognizes excellence. The highest awards of the National Academy of Television Arts and Sciences,

Washington, D. C. Chapter, went to WTTG in recognition of these programs and people:

The Ten O'Clock News, Program Excellence □ *Alan Smith*, Anchorman, *The Ten O'Clock News* □ *Panorama*, Program Excellence □ *John Willis*, Host, *Panorama* □ *Neal Jones*, Producer, *Panorama*.

"The Ten O'Clock News" is an hour-long, in-depth coverage of the news, expertly prepared and reported at the time preferred by most Washington, D. C. viewers. In fact, "The Ten O'Clock News" was seen in more homes during the summer than any other TV News program, local or network.*

"Panorama" is a fresh approach to a talk-variety program, expressing meaningful dialogue about subjects pertinent to the capital's community. No one-time effort, "Panorama" is produced live, two hours a day, five days a week.

WTTG, Metromedia Television, is deeply appreciative of these awards.

They typify the excellence goals of Metromedia Television stations across the country, and serve as inspiration for continuing our innovative programming concepts tailored to the specific needs of each community served.

*Source: ARB August, 1969. Subject to qualifications of report.

MM METROMEDIA TELEVISION

THE PROGRAMMING INNOVATORS

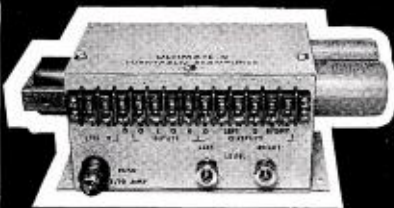
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Datebook®

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

■Indicates first or revised listing.

December

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

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

Dec. 17—Stockholders meeting, *Columbia Pictures Industries Inc.*, New York.

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

■Dec. 22—Annual stockholders meeting, *Filmways Inc.* Hotel Biltmore, New York.

January 1970

■Jan. 5—Prehearing conference on renewal and competing application hearing, WPIX-TV New York. Washington. Previous date was Dec. 8.

Jan. 5—Meeting of NAB radio code board, Sheraton Sandcastle hotel, Sarasota, Fla.

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

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

■Jan. 9—Annual convention of *Rocky Mountain Cable Television Association*. FCC Chairman Dean Burch will be banquet speaker. 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—Deadline for comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Comments also requested on possible extension for AM-FM services.

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. 15-16—Annual convention, *Louisiana Association of Cable TV Operators*. Royal Sonesta hotel, New Orleans.

Jan. 16-17—Meeting of *Georgia Cable Tele-*

ARB TV seminars and research clinics

Jan. 6—Thunderbolt hotel, San Francisco.

Jan. 8—Continental Plaza, Chicago.

Jan. 13—Marriot, Dallas.

Jan. 15—Regency Hyatt House, Atlanta.

Jan. 20—Sheraton Plaza, Boston.

Jan. 22—Commodore hotel, N. Y.

Jan. 27—Brown Palace, Denver.

Jan. 29—Wilshire Hyatt House, Los Angeles.

vision Association. Gordon hotel, Albany.

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

■Jan. 19—Oral argument on exceptions to initial decision by FCC Hearing Examiner Forest L. McClenning recommending that AT&T and Western Union eliminate preferential press telegraphic and telephotographic rates. FCC, Washington.

■Jan. 22—Deadline for reply comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Reply comments also requested on possible extension for AM-FM services.

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.

Jan. 27-29—Winter meeting of *Georgia Association of Broadcasters*. U. of Georgia, Athens.

Jan. 28—Meeting of *Idaho State Broadcasters Association*. Downtowner motel, Boise.

Jan. 30-31—Annual television conference, *Society of Motion Picture and Television Engineers*. Hugo A. Bondy, chief engineer, WAGA-TV Atlanta, chairman, Marriott motor hotel, Atlanta.

February 1970

Feb. 1-4—Management seminar, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Feb. 2-4—Government affairs conference, sponsored by *American Advertising Federation*. Washington Hilton hotel.

Feb. 4—Congressional reception, *National Cable Television Association*, to introduce Donald V. Taverner, new NCTA president. Mayflower hotel, Washington.

Feb. 3-5—Winter meeting of *South Carolina Broadcasters Association*. Pointsett, Greenville.

Feb. 3-6—Annual *National Association of Television Program Executives* convention. Hotel Deauville, Miami.

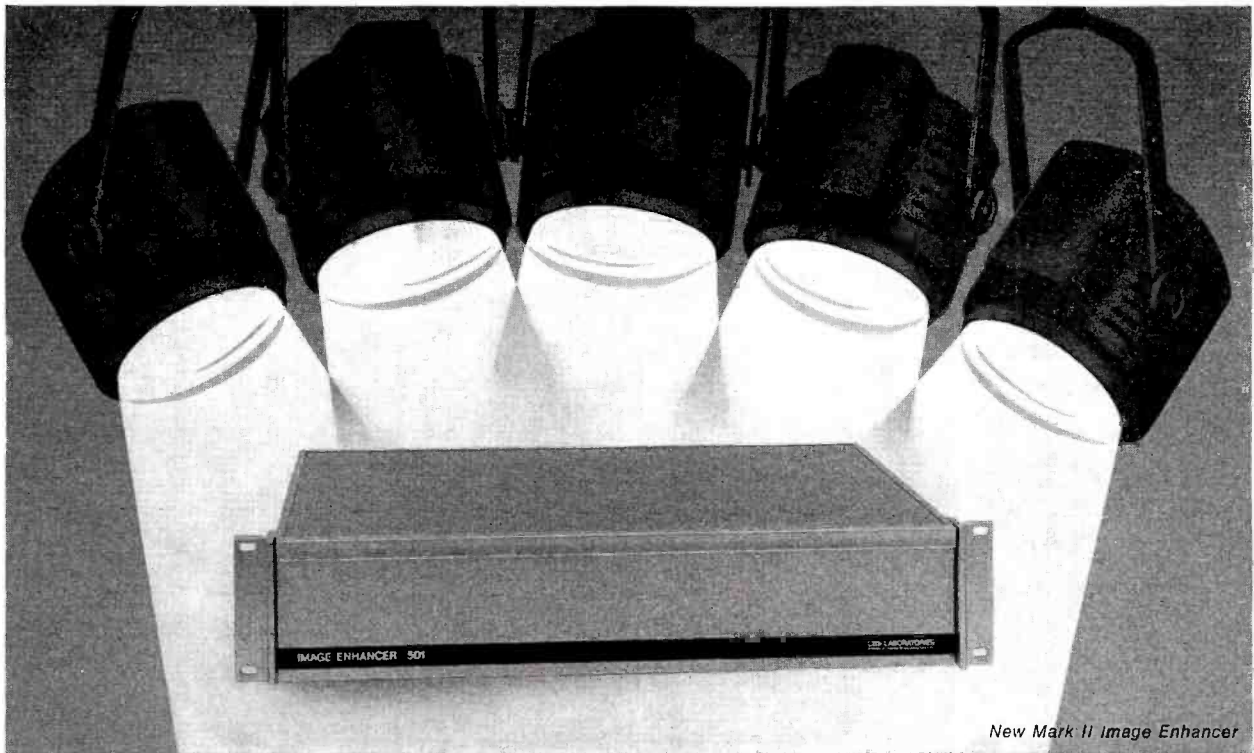
■Feb. 4-7—Senior marketing management conference sponsored by *American Marketing Association*. Carefree Inn, Carefree, Ariz.

Feb. 6-7—Annual convention of *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

■Feb. 6-7—Annual *Northwest Broadcast News Association* seminar. Speakers include Bill Roberts, president of the Radio-Television News Directors Association, and Kamil Winter, former Czechoslovakian TV news chief. Minneapolis.

Feb. 6-8—Winter meeting of *Oklahoma Broadcasters Association*. Camelot Inn, Tulsa.

Feb. 7-8—Retail advertising conference. TV-radio retailing is included, Ambassador



New Mark II Image Enhancer

Now we've enhanced the enhancer!

**The new CBS Laboratories' Mark II Image Enhancer
—with "crispended comb filter"— delivers spectacular
picture clarity. You have to see it to believe it.**

The new Mark II is the finest yet! It provides truly effective enhancing of *both* vertical and horizontal detail.

A remarkable new CBS Laboratories' innovation, "crispended comb filter" separates chrominance signals from luminance signals — to permit luminance enhancing without chrominance signal distortion. No degrading of color quality.

What's more — the exclusive "crispending" technique works like an electronic retoucher . . . elimi-

nates unwanted noise . . . preserves picture detail enhancement.

Results? *Spectacular!* Details are sharper. Colors are cleaner. Pictures have unbelievable clarity.

Amazingly enough — the Mark II costs less than first generation models. Models for all cameras and NTSC program line.

You have to see it to believe it. Write us for a demonstration. Or better yet, call us collect: 203-327-2000.

PROFESSIONAL
PRODUCTS
CBS LABORATORIES
Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.

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
644-9200

hotel, Chicago.

Feb. 9—Deadline for comments on amendments to FCC's proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

Feb. 17—*Kinney National Service Inc.* annual shareholder meeting, Summit hotel, New York.

Feb. 20-22—Meeting of board of trustees, educational foundation of *American Women in Radio and Television Inc.* Royal Orleans hotel, New Orleans (housing), WDSU conference room (meeting).

Feb. 26—Annual dinner of *Radio-Television Correspondents Association*. Washington. Dinner will feature installation of new officers.

Feb. 27-March 2—Meeting of board of directors, *American Women in Radio and Television Inc.*, Grand Bahama hotel & CC, Grand Bahama Island.

March 1970

March 2-3—National meeting of *Mutual Advertising Agency Network*. Hilton Inn, San Diego.

March 8-11—Advertising and sales promotion idea workshop, Marriott hotel, Chicago.

March 9-12—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 13—Deadline for reply comments on amendments to FCC's proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

March 15-21—First world conference of social communication for development sponsored by *Consejo Nacional de la Publicidad*. Meeting of representatives from advertising councils world-wide to consider application of advertising to international problems. Mexico City.

March 23-24—Annual Washington conference on business-government relations sponsored by *The American University Center for Study of Private Enterprise*. Shoreham hotel, Washington.

April 1970

April 3-5—National convention and exhibition, *Intercollegiate Broadcasting System Inc.* Theme will be freedom to speak. La Salle hotel, Chicago.

April 5-9—Annual convention of *National Association of Broadcasters* and Broadcast Engineering Conference. Conrad Hilton hotel, Chicago.

April 10-20—Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3, Tokyo.

April 13-17—Conference of *Catholic Broadcasters Association*. Jung hotel, New Orleans.

April 16-25—Twenty-first cine-meeting, *International Film, TV-Film and Documentary (MIFED)*. MIFED is international center where feature, TV and documentary films are traded on worldwide scale. Milan. Address information and bookings queries to MIFED-Largo Domodossola 1. 20145 Milan.

April 22-26—Annual national convention of *American Women in Radio and Television Inc.* Royal Garden hotel, London.

April 23-25—Annual meeting of *American Association of Advertising Agencies*, The Greenbrier, White Sulphur Springs, W. Va.

April 30-May 2—Meeting of third district of *American Advertising Federation*. Jack Tar Poinsett hotel, Greenville, S. C.

May 1970

May 5-7—Spring meeting of *Pennsylvania Community Antenna Television Association*. Host Farms, Lancaster.

■Indicates new or revised listing.

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Broadcasting TELEVISION

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036 Phone 202-638-1022

Sol Talshoff, *editor and publisher*
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BUREAUS

New York: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Norman H. Oshrin, *associate editor*; Hazel Hardy, Helen Manasian, Caroline H. Meyer, *staff writers*; Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Laura D. GruDinski, Harriette Weinberg, *advertising assistants*.

Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
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Morris Gelman, *senior editor*.
Bill Merritt, *Western sales manager*.
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932. Broadcast Reporter in 1933. Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.

*Reg. U.S. Patent Office.
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Cartoon on captive audience

EDITOR: May we have your permission to reprint the [Nov. 3] cartoon (enclosed herewith) in one of our sales brochures?

We would reproduce, showing "BROADCASTING, Nov. 3, 1969" in the reproduction.—*R. W. Hergonson, radio division, National General Corp., Los Angeles.*

(Permission granted.)



Drawn for BROADCASTING by Sid Hix
 "Don't forget our thousands of car radio listeners who never leave the room when the commercials comes on!"

Freshness from yesteryears

EDITOR: If you want to know what is wrong with television today, you need look no farther than the page 14-15 [ad] of your Nov. 17 issue. There Four Star Entertainment Corp. describes its "new" comedy television series, *Can You Top This?* as "the freshest series in years." Shades of Harry Hirschfield and Senator Ford!

Unfortunately, given the present standards of innovation, the revival of this ancient radio format may indeed be the "freshest" idea we're likely to see this season.—*Richard J. Flynn, Sidley & Austin, Washington.*

Reminder from Dublin

EDITOR: In the issue of Oct. 20, which carried a brief resume of television in Europe, it disappointed me to note that Ireland did not merit a mention. Our television service is in operation eight years and, while our population is not large, our homes penetration of 66% ranks us as being fifth in the European league.

Broadcasting in Ireland is operated by a semi-state body, Radio Telefis Eireann, which was financed originally by government loan but is expected to cover day-to-day operations and finance future development from its revenue which comes from license fees and ad-

vertising. Last year advertising revenue was \$8.5 million, or 60% of income.

We are particularly proud of being able to produce more than 50% of our programs and these cover everything including drama, current affairs, light entertainment, drama series, education (schools and adult) and news. It is usual for seven of the shows in our top 10 to be home-produced but the two American shows in the ratings last week were *Hawaii Five O* (third) and *Marcus Welby M.D.* (ninth).—*Robert K. Graham, advertisement sales controller, Radio Telefis Eireann, Dublin, Ireland.*

(The article mentioned was a "Monday Memo," bylined by Alexandre de Lasta, president of the European Marketing and Advertising Agencies.)

Reverberation on Sonics

EDITOR: Your "Special Report" concerning sports broadcasting (BROADCASTING, Dec. 1) stated that no contract was signed for the Seattle Sonics of the National Basketball League. For your information, KOMO is now in its third year of broadcasting Sonics basketball and, under our present contract, we have two more years to go. Sponsors this year are Atlantic-Richfield, Pacific Northwest Bell and Rainier Beer.—*Jay Ward, station manager, KOMO(AM) Seattle.*

(NBA had advised that the team was still negotiating radio and TV contracts.)

Flubbed shot

EDITOR: Your sports article in the Dec. 1 BROADCASTING was superb. However, some of your facts concerning the *World Series of Golf* and its sponsors are not correct. I can see that confusion would be created in researching the Bing Crosby tournament, which is in no way connected with our company, and the *World Series of Golf*, which is produced by the television syndication division of Bing Crosby Productions (which is owned by Cox Broadcasting Corp.).

To clarify, the sponsors of the *World Series of Golf* are Allied Van Lines, Anheuser - Busch Inc. (Michelob), MEM Co. Inc., Mercedes-Benz of North America Inc., Monroe Auto Equipment Co., Shell Oil Co., Piper Aircraft Corp. and United Air Lines.—*Irene Rodgers, director of public relations and promotion, syndication division of Bing Crosby Productions, Hollywood.*

(Information listing Firestone as a major sponsor had been provided by NBC which carried the series.)

WHBF

the call
 letters of
 public service
 since 1925



Maurice
 Corken, vice pres. & gen. manager

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Ted
 Arnold, vice president, sales

"First we must serve, then may we sell" has been our motto for years. We urge the staff to serve family, community and client to the best of his ability."



George
 Koplou, TV program director

"We're judged by program quality. When Cork, Ted and I plan schedules, 90 years' experience in this market is working to insure public acceptance."

WHBF

CBS for the No. 2 market in
 Illinois-Iowa (Rock Island,
 Davenport, Bettendorf, Moline)

Weyerhaeuser chooses TV to reveal a dynamic image

Ever since its inception as an advertising medium seemingly centuries ago, television has been regarded as an excellent method of pushing consumer products. It has proved itself as the medium for the hard sell, for the impulse item, for the consumer goods.

The idea, however, that television can be used for corporate messages is a relatively new one. Only recently have we seen the more "institutional" type of commercials appear along with sponsorship of programs. However, the question still persists in many people's minds as to TV's effectiveness in reaching broad corporate goals.

This was certainly the case as far as Weyerhaeuser Co. was concerned. For years this forest-products company had been running a highly successful print campaign featuring wildlife illustrations and stressing conservation on Weyerhaeuser timberlands. Readership studies, general response and countless public-service awards indicated that the campaign was highly successful. Without question the campaign did a lot to convince readers that Weyerhaeuser was a sincere exponent of good forest management. The fact that Weyerhaeuser sold products made from these perpetual forests was not dealt with directly in the early advertisements. Attempts were made to integrate products into later ads, but results were not up to expectations. Product promotion was handled specifically, however, through division efforts.

One of the problems facing the Weyerhaeuser Co. in its total advertising program is that there are virtually no consumer products. Almost all the products are in the commodity area. Hence, the public little knows or cares whose product it is buying.

At the same time it is important, particularly in the area of home building materials, that people express a brand preference. In the product arena it is most advantageous that the general public be aware of the name, if for no other reason than to know it stands for reliable products. The brand should be promoted as a name it can depend on.

In addition to the desirability of promoting the name as an adjunct to marketing, there is an equally important second communications objective. In order to maintain the right to manage

its timberlands, Weyerhaeuser should be known as a reliable caretaker of the trees on the land it owns.

This second objective is what prompted the original wildlife campaign starting in 1952. As the years moved along and the company grew larger and more diversified, it became increasingly apparent that the quiet, staid type of wildlife advertisements which were carrying the brunt of the corporate identity were no longer reflecting the dynamic, progressive company that Weyerhaeuser had become. In short, they were perpetuating the image both internally and to the public that Weyerhaeuser was a nice, old-fashioned company growing trees in the Pacific Northwest but was not really too important as far as the national economy was concerned. At the same time the company had become international in scope and reached the billion-dollar gross sales mark by 1968.

To help offset this dichotomy two separate print campaigns were carried on simultaneously for a period of about two years. One was a continuation of the four-color wildlife series in mass magazines. The other was a series of full-page ads in the *Wall Street Journal*. The former continued to tell the rather reserved and quiet story of Weyerhaeuser's role in forest conservation. The other said in a modern, hard-sell format that we were an up-to-date, on-the-move company.

There was no intent to carry on these two campaigns simultaneously after the initial impact was made. As a follow-up it had been decided that a change in both media and basic approach

would be necessary. High among media considered was television.

While the idea of using television for Weyerhaeuser advertising was not new, it had not been considered too seriously for several reasons. First was the expense, as there is no such thing as a low-cost national television advertising program. Second, it was felt that color was needed to really get the story across and until recently the incidence of color-television sets was relatively low. Last, there was a strong question as to whether the Weyerhaeuser corporate story could be told effectively via television.

In direct response to the last question, the company undertook some extensive research involving market testing in paired markets utilizing both print and electronic media. Involved was awareness pretesting in eight markets followed by carefully regulated advertising exposure, both print and television, in all but two control markets. This was then followed by additional awareness testing. When the results came in there was no question but what the corporate communications objectives of the company could be met by using television.

As a result of this careful testing Weyerhaeuser shifted the bulk of its corporate advertising to television in the fall of 1968.

In summary our total approach has been the result of careful study and planning. Considering our objective and situation, the change to television seemed to be the logical and proper choice. Results have confirmed this decision.



Carroll K. O'Rourke is director of advertising and communication programs for Weyerhaeuser Co., Tacoma, Wash. Mr. O'Rourke, a graduate of Montana State College in Bozeman, Mont., joined Weyerhaeuser Sales Co. in 1959 as manager of advertising and trade promotion in St. Paul. He transferred to Weyerhaeuser in Tacoma, Wash. in 1960. Before coming to Weyerhaeuser, Mr. O'Rourke spent 14 years with Cole & Weber Advertising Agency, Portland, Ore.

Late Night Chicago has found the difference between motion pictures and talking pictures

The talkers take back seats to the WGN Presents 10:30 Movie Monday-Friday. For the first time, even the best, Johnny Carson, comes in second to the movie.

And those movies were mostly from the MGM/7 at that.

The Facts and Figures

CHICAGO
AVERAGE QUARTER HOUR ESTIMATES

MONDAY-FRIDAY
ARB OCTOBER 1969

TIME AND PROGRAM	STATION	METRO		TV HOUSE-HOLDS	WOMEN 18-49	WGN % ABOVE WOMEN 18-49
		RATING	SHARE			
10:30-12 Mid						
WGN Presents	WGN	11	34%	258,300	139,400	
Johnny Carson	WMAQ	9	29	229,100	120,700	15.5
Joey Bishop	WLS	8	23	179,000	91,400	52.5
Merv Griffin	WBBM	4	12	91,400	33,100	321.0

WGN Presents—Oct. 1-Oct. 21

Title	Date	Distrib.
The Money Trap	Oct. 1-Wed.	MGM
Follow The Boys	Oct. 2-Thurs.	MGM
The Wheeler Dealers	Oct. 3-Fri.	MGM
My Little Chickadee	Oct. 6-Mon.	Screen Gems
Period Of Adjustment	Oct. 7-Tues.	MGM
Battleground	Oct. 8-Wed.	MGM
Oceans 11	Oct. 9-Thurs.	Warner-7 Arts
Naked Spur	Oct. 10-Fri.	MGM
Big Parade Of Comedy	Oct. 13-Mon.	MGM
The Rack	Oct. 14-Tues.	MGM
The Comancheros	Oct. 15-Wed.	Warner-7 Arts
Escape From East Berlin	Oct. 16-Thurs.	MGM
Journey To The Center Of The Earth	Oct. 17-Fri.	Warner-7 Arts
It Happened One Night	Oct. 20-Mon.	Screen Gems
Warlock	Oct. 21-Tues.	Warner-7 Arts



MGM/7 145 features that produce results. The big view is the long view.

MGM
TELEVISION

three radio stations in Altoona, Pa.

**one high school football game...
league championship**

**all three stations carry it...
Saturday afternoon, Nov. 29, 1-4 p.m.**

**a unique head to head
situation**

WFBG Radio

Station A (same game)

Station B (same game)

36% Share*

26% Share

25% Share

Stations A & B had carried Altoona High's games all season. Yet WFBG in the climax game wound up with more total listeners, more homes and more listeners over 12.

Homes using radio? Fifteen percent.* Pretty nifty against Army-Navy on television.

**Why? Because
WFBG is a
Triangle Station!**

*Special ARB coincidental. Subject to survey limitations. Details on request.

Cable and copyright: new brawl starts

Senate bill makes CATV's liable for payment but sets ceilings on amounts most would pay

A copyright bill that includes a complete provision for CATV was reported out last week by a subcommittee of the Senate Judiciary Committee and cable-TV spokesmen found it difficult to hold down their satisfaction. Their statements indicated that they are prepared to accept the provisions.

Broadcasters were grim. The National Association of Broadcasters, through its president, Vincent T. Wasilewski, vowed to fight the bill.

The Association of Maximum Service Telecasters, the group that led the hard-nosed fight against last spring's tentative agreement worked out by the staffs of the NAB and the National Cable TV Association, was even more outspoken. It said: "As nearly as we can make out, most of the provisions of the NAB/NCTA staff proposal that were favorable to CATV interests, especially larger CATV interests, were incorporated in the bill, and other provisions of last summer's NAB-NCTA staff proposal that the NAB staff apparently felt were important for free television broadcasting have not been included. If adopted, the result of the bill would be to impair seriously the public's free-television service.

"Last summer's staff proposal was unacceptable. This bill is even less acceptable."

AMST, in its statement, noted that it was not invited by the staff of the subcommittee to assist in the preparation of the draft bill and that it did not see copies of it until Dec. 10. AMST officials declined to amplify this statement, but the inference was that CATV representatives had a hand in drafting the bill.

Copyright owners, as represented by film suppliers, were also bitter in their comments. Through Louis Nizer, New York lawyer, the copyright owners had asked the subcommittee to provide for negotiated copyright payments

by all CATV systems in the top 75 markets. As reported out last week, the bill would establish a scale of maximum royalties that cable systems of various capacities would have to pay.

The bill presented by the Senate Subcommittee on Patents, Copyrights and Trade Marks will be submitted to the parent Senate Judiciary Committee next year. Senator John L. McClellan (D-Ark.), chairman of the subcommittee, has announced that he is planning to confer with Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, to coordinate efforts on CATV, since there are CATV regulatory elements,

such as program origination, advertising, and technical standards, that are not touched upon by the copyright committee.

As the subcommittee wrestled with the CATV provisions, Senator Philip A. Hart (D-Mich.) presented, but did not affirmatively back, the views of the Department of Justice that held that no limitations on the importation of distant signals be imposed on CATV systems. The subcommittee declined to accept this view. Senator Hart noted, however, that he was reserving the right to officially propose such a concept in the deliberations of the parent committee.

The bill (S-543) which is a complete revision of the 1909 Copyright Act, imposes copyright liability on all CATV systems, establishes two categories of carriage of TV stations whereby in the top 50 markets, cable systems are limited to three network, three independent and one noncommercial TV signals, and in the other markets, to three network, two independents and one noncommercial.

It also set fees, under a compulsory license provision, that run from 1% on the first \$40,000 of gross revenues, to 5% on revenues over \$160,000, all on an annual basis.

The bill also exempts from copyright liability all master antenna operations, such as those used in hotels and public places, provided no special fees are charged.

It was obvious that the subcommittee took as its starting point the abortive agreement worked out last spring by the NAB and NCTA staffs. This was approved in principle by the NCTA board, but was turned down by the NAB board, which, however, called for continued negotiations. Such negotiations began between an NAB committee and the NCTA's copyright committee, but were broken off when the cable representatives charged that the NAB group was attempting to reopen



In a surprise move Vincent T. Wasilewski has agreed to remain in his post as president of the National Association of Broadcasters for another two years. (See page 48).

the entire subject.

Only recently, the NAB board authorized its CATV negotiating committee to reopen talks with the cable industry. The NCTA board earlier this month authorized its copyright committee to meet with the NAB committee, but as yet no meeting has taken place.

CATV sources, who were generally approving of the provisions in the Senate bill, were not whole hearted in their attitude. Some mentioned that they were unhappy about the division for carriage between the top 50 markets and all other markets; others found fault with the exclusivity provisions that required CATV systems to accept the life of the contract.

But, by and large, cable TV sources were not unhappy. It is anticipated, however, that a segment of the cable TV industry is opposed to the payment of any copyright fees.

Bruce E. Lovett, general counsel of the NCTA, said: "This is a good bill for CATV basically because it provides a method of stabilizing the relationship between cable TV and broadcasters and cable TV and program suppliers. Furthermore, on first reading it appears to meet the standards required by the FCC in its Dec. 13, 1968, notice where the agency asked Congress to provide guidance to solve the problem of unfair competition to TV.

"While it [the bill] requires CATV systems to pay substantial amounts of copyright fees for receiving broadcast signals, which many CATV operators feel should be received free by the public no matter how delivered, it does seem to be the most effective compromise conceived to date."

Alfred R. Stern, president of Television Communications Corp., a multiple CATV owner, who is chairman of the NCTA's copyright committee, said: "I am terribly pleased that the Senate subcommittee has come out with recommendations. This culminates the efforts of the copyright committee's work over the last two years. On balance, the committee's recommendations are good for CATV and good for the public, because it regularizes the CATV business through the payment of copyright fees and makes signals available to the public. It provides for the orderly growth of the cable TV industry."

John Gwin, manager of the Robinson, Ill. CATV system, a subsidiary of Cox Cablevision Corp., who is chairman of NCTA's legislative committee (which will meet in the next week or two) said: "At first glance this bill appears to be a sincere and earnest effort to solve the problem that has existed between CATV and the

broadcast industries for quite some time. It also provides for compensation to owners of program material in a just manner.

"Although we would like to have had more, we know that in the art of compromise each side must give a little. While this bill may look like the minimum to both sides, I sincerely hope that it emerges as the standard for a permanent truce. Then we can both get to the business at hand of providing the American public with even better TV coverage."

The Senate bill, recommended last week by a subcommittee of the Senate Judiciary Committee, makes all CATV systems liable for copyright fees. There are no exemptions.

It specifies "adequate TV service" as the carriage by a CATV system of three network, three independent and one noncommercial station for the top 50 markets, and three network, two independent and one noncommercial for all other markets.

It permits the FCC, if it finds it necessary in the public interest, to authorize additional stations to be received by a CATV system.

On exclusivity of programs, it requires that all CATV's protect TV stations' contracts with program suppliers—for the life of the contract in the top 50 markets, only for the first run of the exclusive in all other markets. In this area, it also requires CATV systems to abide by the practices of sports clubs in blacking out home games (usually within a 75-mile radius of the home stadium or ball field).

The new bill also prohibits CATV systems from "leapfrogging", taking a distant station in lieu of a nearer one, except in those instances where the FCC finds that there is a community of interest in having the cable system carry a more distant program (governmental relationship as against carrying a station that is nearer but which is in another state).

The operations of all CATV systems in existence by Jan. 1, 1971, would be grandfathered in and they would not find themselves liable for infringement if they do not meet the specifications of the copyright bill.

Not only does the bill impose a compulsory license for CATV, but it also spells out what the rates should be, thus becoming one of four industries so marked. The others are record company payments to composers and publishers, the juke box industry, and the newly-imposed performer rights fees (see this page).

Under the schedule of payments in the bill, a CATV system would have to pay 1% of its gross revenues up to \$40,000, 2% between \$40,000 and \$80,000, 3% between \$80,000 and

Performers wriggle under the tent

They pop up in Senate bill giving them royalties on records played on air

Nestled within the bewildering complexities of the copyright bill reported out last week by the Senate Copyright Subcommittee (see page 19) is a section that would grant royalties to recording artists for use of their records on radio and television.

The subcommittee proposed to require stations to pay either an annual royalty fee of 2% of their net receipts or a prorated fee based upon the proportion of their programming occupied by records. The bill would thus give to recording artists royalties similar to those long enjoyed by composers—and, by assignment, publishers.

The subcommittee's thinking is that radio stations which rely heavily upon recorded music will find it simpler and less expensive to pay the blanket 2% fee, under a compulsory licensing arrangement. Television stations, or radio stations that emphasize news or other

\$120,000, 4% between \$120,000 and \$160,000 and 5% on receipts above \$160,000.

Should a cable system receive FCC permission to carry additional TV stations (more than those specified in the adequacy standard), the CATV would pay an additional 1% of gross revenues for each of the added TV stations it carries.

Payments are directed to be made to the register of copyrights in Washington on a quarterly basis. The bill also details how the monies should be paid out to copyright holders.

The bill accepts the FCC's concept of a TV market as one that encompasses a TV station's grade B contour. For exclusivity, however, it provides that a CATV system is considered in a TV station's market when it is within a 35-mile radius of the center of the station's market. There is a provision, however, that permits the FCC to establish different standards after notice and rule-making proceedings.

The agreement hammered out by the staffs of the NAB and the NCTA last spring provided that CATV systems would be made liable for copyright payments, that they would respect the exclusivity provisions in contracts between TV stations and pro-

kinds of nonmusical programming, would probably find it advantageous to pay on a prorated basis, under formulas the bill would empower the register of copyrights to create.

In 1968, latest year for which figures are available, radio stations took in a total of \$957 million in net revenues. If the 2% performers' royalties had been in effect at all stations in that year, more than \$19 million would have been distributed to performers—in addition to the fees paid them by the recording companies.

The first reaction to come from a broadcast spokesman was quick and anguished. National Association of Broadcasters President Vincent T. Wasilewski said his organization found the amendment "completely unacceptable" and would fight it.

Subcommittee staff members, anticipating such reaction, said they expected a stiff battle over the proposal, which has been controversial since it was introduced by Senator Harrison J. Williams (D-N.J.). Senator Williams first offered the amendment in the 90th Congress; when he introduced it again earlier this year, subcommittee Chairman John L. McClellan (D-Ark.) turned thumbs down on the proposal in

its initial form (BROADCASTING, April 14).

However, the proposal found its way into the bill—with a few adjustments. The most important one is the blanket rate itself; Senator Williams proposed a 3.5% levy on gross receipts, which is roughly comparable to the rate paid composers and publishers under negotiated contracts, but the subcommittee whittled that to 2% of net receipts. (Stations with an annual gross revenue of less than \$25,000 would be exempt from the bill.)

In another change, the subcommittee eliminated a Williams plan for establishment of a monitoring system that would have involved a computerized logging of "inaudible" signals pressed into the recordings. The method, which contemplated sampling of broadcasters' use of recorded music rather than a total monitoring effort, would have provided data on relative use by stations of specific recordings, so that the royalties could be equitably distributed to the artists and recording companies involved.

After consultation with a number of engineers, including FCC Chief Engineer William Watkins, the subcommittee decided the plan was technologically impractical.

The bill would require broadcasters and other affected parties who operate under a compulsory license to file regular notices, statements of account and other papers "in accordance with requirements that the register of copyrights shall prescribe by regulation"—a phrase that recurs several times in the section of performers' royalties. The copyright office would collect and distribute royalty fees and would arbitrate disputes concerning distribution of the fees.

Background music services would be required to pay 2% of gross receipts from subscribers or others who pay to receive the transmission. The services could, like broadcasters, elect to pay on a prorated basis. Those with gross receipts of less than \$10,000 would be exempt.

In addition to CATV and performers' royalties, the copyright bill also contains provisions relating to noncommercial television. These would exempt from copyright requirements performances intended strictly for instructional purposes, whether broadcast over the air or relayed on limited systems. The exemption would not apply to general "cultural" programs that are not specifically instructional.

gram suppliers, that they would not interconnect systems, that they would carry all local stations and that they would be allowed to carry additional stations where there are not sufficient local stations to provide the programs of three networks and three independents.

The staff agreement also provided that CATV systems could originate one channel of entertainment programming and one channel that could carry advertising.

Provisions in the 1967 House bill, that were dropped when the bill came to the floor, called for exemption from copyright liability for all CATV systems that carry only local TV stations, but imposed full liability on CATV systems that alter or originate programs (except weather, news, time, agricultural reports, religious services, and proceedings of local governmental bodies), charge for special transmissions or limit reception to certain members of the public.

It also imposed liability of sorts on CATV systems that operate outside the normal coverage area of TV stations, or operate outside the normal coverage area of a TV station but within an area adequately serviced by other TV stations, or operate in any area normally encompassed by one or more TV sta-

tions other than the primary TV station if the cable system has received notice that one of them has acquired exclusive rights to transmit a copyrighted program in that area.

The House bill called for reasonable fees based on negotiation between the CATV system and the copyright owner; if this could not be accomplished, it provided for the imposition of such licensee fees by a federal court.

It defined adequate service as the reception of three network programs.

FCC simplifies rules on ID announcements

The FCC last week updated and simplified station identification requirements for AM, FM, noncommercial FM, TV and international broadcast stations.

Effective Jan. 19, 1970, the commission's rules will be amended to consolidate identification requirements for each separate service into one section applicable to all five services. Other rules applying to individual services which are substantially identical will also be consolidated.

The only change in prescribed times for broadcast of identification announcements will be the elimination of the option of quarter hour announce-

ments, now permitted AM-FM's in lieu of half hour announcements.

The commission said it expects licensees to act "reasonably and in good faith" in scheduling programming so as to make identification announcements at regular times without undue disruption of program continuity. It emphasized that the regular identification times should be observed unless desirable interruptions to continuity would result.

But if there is another, regularly scheduled announcement within five minutes of the end of an uninterrupted program, the commission pointed out, a deferred announcement is not required.

More on eavesdropping

Enid Roth, assistant director with NBC News, now under suspension, filed a plea of no contest last week in the U.S. district court at Chicago in the government's case charging her with installing an eavesdropping device in a Sheraton Blackstone hotel room where the platform committee of the 1968 Democratic national convention was meeting. She had been with NBC for 16 years. Sentencing is set for Jan. 16, 1970, with chances of probation appearing possible following a pre-trial conference in chambers last week.

Agnew charges augur 'rough time' ahead

Most panelists at Overseas Press Club meeting find ominous signs in Vice President's attacks

"He did intend censorship. When the second-ranking officer in the land makes such charges, it's different than anyone else."

The speaker was Richard W. Jencks, president, CBS Broadcast Group. The forum was an Overseas Press Club-sponsored panel in New York last week. And the continuing subject was Vice President Agnew's outbursts against news media (BROADCASTING, Nov. 24, 17).

"The Vice President knew he was attacking a licensed medium of communications," Mr. Jencks said. "And it may have been a coordinated pattern." He cited Mr. Agnew's second speech aimed at "monopoly" of ownership of newspapers and media, indicating it seemed obvious to him that Mr. Agnew and the administration were "exerting whatever influence they could over newspapers—as they were doing over television."

In stressing his fear of censorship, Mr. Jencks disagreed pointedly and repeatedly with a fellow panelist, Representative Clarence Brown (R-Ohio), who asked: "Why can't a public official criticize the media like anyone else?"

Representative Brown, who is also a newspaper publisher and radio-station owner in Urbana, Ohio, claimed that Mr. Agnew's attacks were no different from those made by any of President Nixon's predecessors—who either telephoned reporters to express dissatisfaction or just chastised them publicly in unglowing terms. He said broadcasting is "fair game" for critics and reminded the audience that it is the "responsibility of the FCC to regulate the industry."

William Attwood, vice president, editor-in-chief and director of Cowles Publications, quickly challenged Representative Brown. "There are many subtle ways to intimidate," he said.

Mr. Attwood viewed Mr. Agnew's attacks as a "deliberate attempt to turn people of one region against others," calling the attacks a "political exercise" aimed at eroding some of the power of George C. Wallace, former Alabama governor and unsuccessful third-party presidential candidate in 1968. "He has stirred up the sickest elements of society," Mr. Attwood claimed, citing the reams of hate mail he has been receiving from all parts of the country.

Another panelist, George E. Reedy, former President Johnson's news secretary, expressed fears for the future.

"This goes far deeper than press

versus government," he warned. "Mr. Agnew is appealing to the desire of the American people to find a scapegoat for their frustrations. They kind of think if we can change the words, we can change what's happening."

"The press, I'm afraid," Mr. Reedy continued, "is going to become the outlet for a feeling of rage, a desire to change something. An appeal is being made to the dark, murky emotions. We're in for a rough time."

Lower study finds even-handed news

ABC News president says 'fair' coverage is both personal, professional credo

ABC News President Elmer W. Lower tried to set critics of TV news straight last Wednesday (Dec. 10) by announcing that results of a content-analysis survey showed fair and balanced coverage on ABC-TV.

The survey was commissioned by Mr. Lower. It examined a total of 95 hours and three minutes of newscasts telecast from Jan. 1 to Nov. 27. The survey was presented at a meeting of Phi Delta Phi law fraternity at Columbia University in New York.

Mr. Lower used the survey as an example of how ABC, like other networks, is constantly engaged in self-analysis and self-evaluation.

Professor Irving E. Fang of the University of Minnesota school of journalism and mass communications super-



Mr. Lower

vised the eight-day project conducted by a team of seven researchers. Each script and log was examined, Mr. Lower said.

Among the major news events coverage examined were:

- The Nixon administration—news tending to support the administration viewpoint totaled 12 hours, 39 minutes; news likely to displease Nixon supporters, 10 hours, 18 minutes; neutral news, eight hours, 18 minutes.

- Commentary—pro administration, one hour, 24 minutes; anti-administration, 58 minutes; neutral, one hour, 46 minutes.

- Vietnam—41 minutes of favorable news from Vietnam, 12½ minutes of favorable commentary, three minutes of critical commentary; as for Vietnam news originating in U.S. and other nations, pro-administration, two hours, six minutes, anti-administration 24 minutes; in commentary, 12½ minutes favorable, three minutes critical.

- Other international news—favorable, two hours, 12 minutes; unfavorable, two hours, nine-and-a-half minutes; in commentary, 14 minutes favorable, one-and-a-half minutes critical.

- Military spending—anti-administration, 29 minutes; pro-administration, 14 minutes; neutral, 12 minutes.

- ABM—pro-administration, 24 minutes; anti-administration, 16½ minutes; neutral, 33 minutes hard news, three minutes commentary.

- Haynsworth Supreme Court nomination—support, 17 minutes; opposed, 20 minutes; neutral, 25 minutes.

- Supreme Court Justice Fortas case—pro and con balanced at about four-and-a-half minutes each; neutral, 12½ minutes.

- Kennedy-Koepchne case—unfavorable, 29 minutes; favorable, nine-and-a-half minutes; neutral, 29½ minutes.

- Mideast crisis—Israelis shown in good light, one hour, 14 minutes; Arabs positive, 54 minutes; neutral news, two hours, 24 minutes.

Mr. Lower told the aspiring lawyers: "For a professional journalist, fairness and balance are not doctrine; they are [a] personal and professional credo. Any journalist who loses his credibility will not be long in his job."

And, referring specifically to Vice President Agnew's criticisms of TV news coverage, Mr. Lower said: "Even a hint of bureaucratic interference will cast a grave shadow upon the credibility of radio and television news."

Mr. Lower continued: "I am not charging that Mr. Agnew suggested government censorship or direction of television news. He said himself that was not his purpose, and we take him at his word. But the spectre of censorship or direction or interference hangs in the air because broadcasting is a regulated industry."

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ABC-TV board backs its network news

But it urges officials to affirm in viewers' minds 'fairness' of coverage

The ABC-TV affiliates board of governors has formally commended ABC News for "the fairness and clarity" of its coverage, but at the same time urged it to "continue . . . to take every possible step" to clear up doubts that some viewers sometimes have about fairness.

In an allusion to criticisms leveled at TV-network news organizations by Vice President Agnew and other government officials (BROADCASTING, Nov. 17, et seq.), the board said in a resolution made public last week that "the possibility of government influence which may affect freedom of expression is intolerable in and inconsistent with a free society."

The resolution continued:

"Equally disturbing is the impression held by part of our audience that news and comment sometimes are not presented fairly. The board urges ABC to continue to make every effort and take every possible step to correct this feeling by carefully separating fact from opinion or analysis through proper identification, by making a special point of presenting all shades of opinion and by conducting its operation so that fairness of presentation is self-evident beyond any doubt."

Some observers thought this wording implied a feeling by the board that

ABC News had fallen short on some of these points, but Mort Cohn of WLOS-TV Asheville, N.C., chairman of the board, said this was not the case. All the board was doing, he said, was asking ABC News in effect to "lean over backwards" so that its fairness would be as clear to general viewers as it was to the board members.

In the resolution the board also said it "stands behind the statements" of ABC President Leonard H. Goldenson, who in response to Vice President Agnew's criticism had said that ABC News's performance "has always been and will continue to be fair and objective" and, later, that the Vice President was attempting "to intimidate and discredit not only television news reporting but other major news media."

In its resolution the board also said it "commends ABC News for the fairness and clarity with which it has covered today's complex news events," and added:

"The governors uphold the right of ABC News to comment itself, to present the comments of others and to offer interpretation and analysis of any event at any time. The board is confident ABC News will exercise this right with complete responsibility, fairness and balance."

The resolution was adopted during a meeting of the board and ABC-TV and ABC News officials in Hawaii 10 days ago (see this page). The counterpart boards of NBC-TV and CBS-TV affiliates are also on record in support of their respective network news operations (BROADCASTING, Nov. 24, Dec. 1).

ABC-TV seeks more daytime muscle

Two new serials planned; affiliates commend late-night switch to Cavett

ABC-TV moved last week to add an hour of daytime programming to its Monday-Friday schedule through the introduction of two new serials, effective March 30, 1970.

The Best of Everything will be telecast at 12-12:30 p.m. (EST) and *A World Apart* at 12:30-1 p.m. The programs they replace, re-runs of *Bewitched* and *That Girl*, will move back to open the network schedule at 11-11:30 a.m. and 11:30-12, respectively.

Marshall H. Karp, ABC-TV vice president for daytime programming, said the move was a logical follow-up to the success ABC-TV has had in building its daytime line-up, which currently opens at noon.

Mr. Karp first disclosed the plans to members of the ABC-TV affiliates board at a meeting 10 days ago in Hawaii (also see this page). The public announcement last Tuesday (Dec. 9) said the board greeted it enthusiastically.

The board also had good words for an ABC-TV move at the other end of its broadcast day—its plan to replace the late-night *Joey Bishop Show* with the *Dick Cavett Show* effective Dec. 29 (BROADCASTING, Dec. 1).

In a resolution, the board said it "commends the network for reaffirming its plans to aggressively program in

Program notes:

New division ■ Sunset Films, Portland, Ore., is opening its eastern divisional offices at 45 West 45th St., New York, phone: (212) 246-7061.

More Moore ■ James Brooks and Allan Burns have been signed by MTM Enterprises to create, write and produce the previously announced Mary Tyler Moore series planned for CBS-TV next fall.

Musical variety sale ■ Dick Clark Productions, Hollywood, has sold a new half-hour non-prime-time weekly musical variety series, *Get It Together*, to ABC-TV. The new series features contemporary music artists in a concert setting with special guest hosts each week. Disk jockey Sam Riddle will be regular co-host. Dick Clark is executive producer. The series is scheduled for the Saturday morning network line-up beginning in January.

New service ■ Dubbing Electronics Inc., Copiague, N.Y., has set up a plan-

ning and development division to offer audio and audio-visual services to schools, business, industry, music and entertainment fields, including broadcasters, who, Dubbing said, are making public service programs available on cassettes.

New show ■ *Suggested Solution*, a weekly taped panel show originating from WPIX-FM New York, is available free to radio stations for 26 weeks starting next month. The 23½ minute shows covering a wide range of subjects, are hosted by Bill Bertenshaw with four regulars. Distributor is Radio & TV Roundup Productions, 111 Maplewood Ave., Maplewood, N.J. 07040.

Minnesota grunts ■ WCCO-TV Minneapolis-St. Paul has scheduled *Grunts Little War*, a 30-minute news special for 8:30 p.m. central time, Dec. 13. The program is a result of wcco-tv reporter Al Austin and photographer Gordon Bartusch spending October in South Vietnam filming the war through the

eyes of Minnesota troops involved in the fighting. The title comes from the term used to identify a foot soldier in the combat areas, a "grunt." Because the program has some unsettling observations and comments by the grunts, concerning the Vietnam war, the station is presenting the program without sponsorship.

New packager ■ Entertainment Media Ltd. has been formed in Los Angeles as a television packager. The first project for the new firm is *Operation Hope*, a projected hour TV series about modern medicine. Martin Tahse is president. Offices are at 9000 Sunset Blvd. The company also will package for motion pictures and legitimate theater.

Battle special ■ As part of its *Spectrum 52* series of specials for the 1969-70 season, the Westinghouse Broadcasting Co. will present a one-hour documentary titled "The Battle for Cassino," during the week of Jan. 26. Rod MacLeish is the narrator.

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- **New York, Chicago, Los Angeles and San Francisco:**
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late-night" and "looks forward with great optimism to the further development of a critically acclaimed new television star, Dick Cavett, who holds promise of bringing a fresh, new outlook to late-night television and of taking ABC to the number-one position in this programming area."

Of the new daytime serials, *Best of Everything*, based on the Rona Jaffe novel, was created and will be written by James Lipton, who has also been head writer on *Another World* (NBC-TV) and on *Love Is a Many Splendored Thing* (CBS-TV) in its development stages. *A World Apart* was created and will be written by Katherine Phillips, daughter of veteran serial writer Irna Phillips and most recently active as a writer for *As the World Turns* (CBS-TV).

The changes are in addition to the previously announced plans to introduce *All My Children*, said to be the first daytime TV serial to deal with current controversial social and political issues, in the Monday-Friday schedule at 1-1:30 p.m., starting Jan. 5.

Advertising syndication specialists form firm

A group of television production and advertising specialists have banded together to form Century Broadcast Communications, New York, specializing in what the firm's five principals call "advertiser syndication"—the development, packaging and representation of programs for advertisers.

Richard Moore, president of the new company and former manager of radio and television operations for Colgate-Palmolive, says he and his associates have noted a trend toward advertiser syndication, and he also expects some of the company's deals to be on a barter basis. Century will produce some of the programs it will offer, while others will come from independent producers and station groups, according to Mr. Moore.

The company will offer the full range of syndication services, including station clearance, research, promotion, in addition to contractual, trafficking and billing responsibilities.

Joining Mr. Moore in the establishment of Century are Edward F. Moore (no relationship), vice president/treasurer, formerly vice president, director of broadcast operations at Ted Bates & Co.; Michael J. Lydon, vice president/secretary, past president and owner of East-West Films Inc.; T. Eugene Malone, vice president, program sales, former director of sales for Triangle Stations, and William B. Templeton, vice president, television programming and production. Offices are at 321 East 51st Street.

Groundwork laid for major obscenity test

Supreme Court may rule how far governments can deal with questioned matter

A court case initiated by the publisher of an underground newspaper in Dallas may provide the Supreme Court with material for fashioning new guidelines on the extent to which the federal and state governments may go in dealing with obscenity.

The case involves a Texas anti-obscenity law. And for broadcasters and their attorneys, the news last week that the high court had agreed to review the statute's constitutionality was of more than passing interest. For it came at a time when the Department of Justice and the FCC were preparing a tougher stand against alleged obscenity in broadcasting (BROADCASTING, Dec. 8).

The state law bars the printing, televising, publishing or exhibition of anything "which is obscene," as well as the possession or distribution of "obscene" material. Obscenity is defined as anything which, "to the average person, applying contemporary community standards, the dominant theme of the material taken as a whole appeals to prurient interests."

Brent Stein, publisher of the twice-monthly *Dallas Notes*, charged that the Dallas police were using the law to harass him and suppress his political views. The police had twice raided his offices, seized allegedly obscene pictures and charged him with violations of the obscenity statute.

While those charges were pending, Mr. Stein asked a special three-judge court to declare the law unconstitutional and to enjoin the police from enforcing it. The court granted the two requests.

It held that the law was unconstitutional because it permitted convictions for mere possession, as distinct from distribution of the photographs, and

Hearing due on press rates

The FCC last week scheduled for Jan. 19, 1970, oral argument on exceptions to Hearing Examiner Forest L. McClenning's initial decision last June recommending that preferential press rates for telegraphic and telephotographic services be eliminated.

Mr. McClenning held that the same private line rates and conditions set by AT&T and Western Union for nonpress users should apply to the press.

because it did not require that the material be adjudged "utterly without redeeming social value" before being ruled obscene. The court cited previous Supreme Court obscenity decisions in making both points.

Thus, the case does not deal directly with alleged broadcast obscenity or raise a question as to whether different standards should be applied to broadcasting as against print or other media in determining obscenity. But it does raise questions bearing on all obscenity cases.

The state of Texas, in appealing the lower court's decision, asked whether material cannot be considered obscene if it has "redeeming social value" or whether even obscenity is protected by the First Amendment if it has such value. The state also asks whether the "community standards" criterion prescribed in an earlier Supreme Court-established test for obscenity refers to the "national" or "local" community, or some other social group.

The high court "should lay to rest the confusion that presently exists and set a required constitutional standard by which to measure alleged obscenity," the state said.

Meanwhile, in a separate obscenity case handled by the high court, the new chief justice provided the first hint of his feelings on such matters—though probably not enough of one to indicate how he would vote on a broadcast obscenity case, which would involve federal law.

At issue was the conviction by a New York court of a Watertown shopkeeper who had been found guilty of selling "girlie" magazines. The high court, by a 6-to-2 decision, reversed the conviction on ground the material held by the state to be obscene was protected by the First Amendment. The majority cited an earlier decision as precedent.

But Chief Justice Warren E. Burger, in his first dissent, said he would have upheld the judgment of the state court on the basis of two opinions by Justice John M. Harlan, which urges different treatment of state and federal laws on obscenity. One of the decisions holds that the Constitution affords the individual more protection against federal than state laws in such matters. Justice Harlan joined in the brief dissent.

Sets sights on children

Beckwith Presentations Inc., New York, having completed its first children's program, "The Boston Spy Party," for NBC-TV's *American Rainbow* series, has decided to form Beckwith Children's Presentations as a wholly owned subsidiary. In addition to supplying networks, the division plans to create new product for home television programming, the company announced.

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Nixon comments on news analysis

He says Agnew performed a 'public service' and denies any attempt to censor news media

After a month of waiting, newsmen last week had an opportunity to ask President Nixon himself whether he endorsed Vice President Spiro T. Agnew's slashing attacks on the news media, especially television. His answer: He does—although not without reservation.

The President commented on the Vice President's antimedia remarks last Monday night in his first news conference in three months, one that was in prime time (9-9:30 p.m. EST) and televised by the three commercial networks.

CBS's Dan Rather, who had a personal as well as professional interest in the matter, was sitting front and center, and managed to be recognized for the second question. Was there anything in the Vice President's speeches on the media "with which you disagree?" he asked.

The President paused, looked a little taken aback by the reverse twist that had been put on the question, then plunged ahead with this comment: "I believe the Vice President rendered a public service in talking in a very dignified and courageous way about a problem that many Americans are concerned about, and that is coverage by news media—and particularly television news media—of public figures."

Mr. Agnew had stunned the broadcasting industry on Nov. 13 with a speech charging the television network news operations with unfairness to the President, accusing them of a liberal bias and an Eastern parochialism and reminding broadcasters—ominously, some felt—that they operate on government-licensed frequencies. In a speech a week later he was mentioning the *New York Times* and *Washington Post* by name in pointing to what he said was a growing "monopolization of great public information vehicles" and asserting that newspapers that lack competition has grown "fat and irresponsible."

But while praising the Vice President for performing a public service, President Nixon, in answer to a subsequent question by NBC's Herb Kaplow, said he felt the news media "generally" have been fair. He then went on to say he would have no complaints so long as broadcasters gave him direct access to the nation, as the networks did Monday, and then let the commentators have their say with their analyses. "I'll take my chances," he said.

It was that kind of "instant analysis" of the President's Nov. 3 speech on

Vietnam that had triggered the Vice President's attack on the networks. Mr. Agnew said the commentators (who were given copies of the President's speech two hours in advance) had subjected the speech to "instant analysis and querulous criticism."

The President also softened the impact of the Vice President's speeches by assuring the nation that neither he nor Mr. Agnew was advocating censorship or even opposing bias. "I don't want a bunch of intellectual eunuchs," he said, using a phrase coined by the Vice President in another context, "either writing the news or talking about the news." He likes "excitement" in the news.

But he did suggest that television was confusing its viewers as to what was news and was comment, for he seconded Mr. Agnew's advice that television "follow the practice of newspapers" and separate news from opinion. "Don't mix the opinion with the news."

(Seven years ago, in his famous "You won't have Nixon to kick around any longer" farewell to the news media following his defeat in his run for the California governorship, he indicated he felt it was the broadcast media that were setting the proper standards, not newspapers. "And I can only say thank God for television and radio for keeping the newspapers a little more honest," he said then [BROADCASTING, Nov. 12, 1962]).

President Nixon also chided the networks for their reaction to the Vice President's comments ("overreaction," in the view of some Presidential aides). The network chiefs had accused the Vice President of attempting to intimi-



President Nixon at a televised news conference.

date their news operations. If the networks disagreed with the Vice President's "useful suggestions," the President said, "they should be just as dignified and just as reasonable in answering the criticism as he was in making them."

Last week, the networks, apparently having no wish to prolong the controversy, were saying nothing about the President's remarks, either on or off the record. But the *Washington Post* in an editorial, found Mr. Nixon's synopsis of Mr. Agnew's remarks . . . a considerable improvement on the remarks themselves, a kind of interpretive rearrangement which detached the President from his Vice President's shriller charges." But the *Post* saw nothing "courageous" in Mr. Agnew's journeying to Montgomery, Ala., to "unburden himself of complaints about the *Washington Post* and the *New York Times*, newspapers that have gained note in the state largely as a result of Governor Wallace's ceaseless attacks upon them."

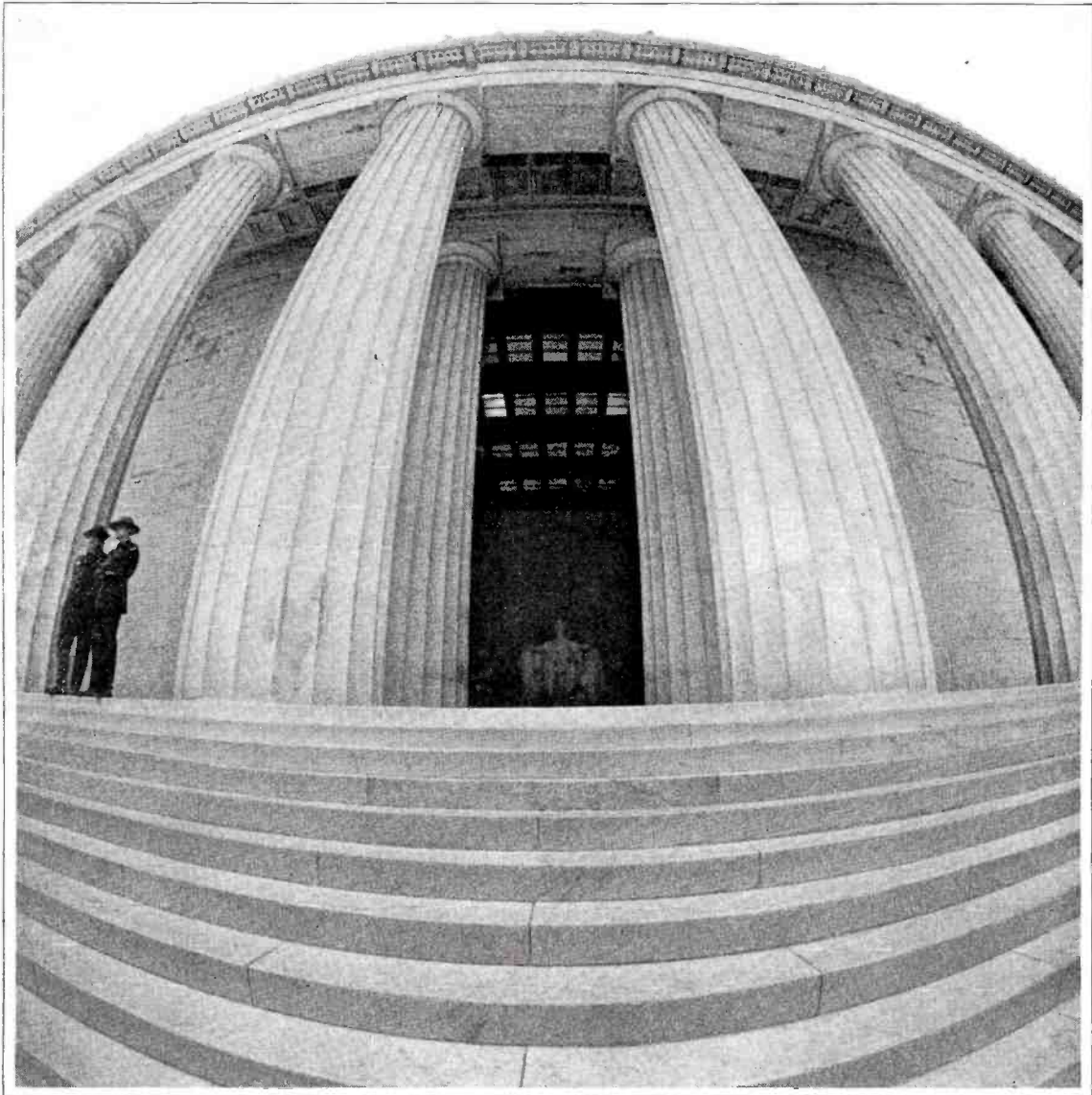
The President, in response to questions pointing out that he has held only three full-dress news conferences in the last six months, indicated his decisions to meet with the media are based on what he considers "public interest—not just a press interest or my interest"—in such meetings. He said he would hold more news conferences if he felt the public and news media needed more information.

President Nixon, who had held eight news conferences since his inauguration, fewer than the number held by Presidents Kennedy and Johnson in their first 11 months in office, said he welcomes the news conferences. "I am not afraid of them—just as the press is not afraid of me," he said.

The President had little cause to be frightened of the news media last week. His performance was rated highly by newspapers.

And the comments with which commercial networks wrapped their coverage contained nothing about which the President or Vice President might be concerned. NBC did the most extensive post-conference commentary of the three commercial networks—eight minutes—and it constituted, if anything, a favorable review.

The only critical network comment was expressed by members of a panel whose 30-minute discussion immediately after the news conference was broadcast by 16 stations of the Eastern Educational Network. John A. Hamilton, of the *New York Times*, who was in noncommercial WNDT(TV)'s studio in New York, was unimpressed: "He [President Nixon] talks of leadership and drawing lines. I must suggest that he draws lines in wrong places and takes the leadership for wrong causes."



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Growing advertiser disenchantment with TV

ANA members aren't happy with programs they sponsor, where commercials are placed and whatever results they achieve

Gloom. Gloom. Gloom. Hardly an encouraging word was spoken at last week's 60th annual meeting of the Association of National Advertisers, held for four days in Scottsdale, Ariz. (Dec. 7-10).

And if gloom prevailed generally, when radio and television were mentioned—even discussions concerning some of the most high-blown problems of mankind managed to tread not too gently on broadcasting—the reports were all bad. Television was lambasted throughout the convention, not often in a direct frontal assault, but simply with a regular beat like a mother nagging at a child. Radio, too, was peppered with negatives, even being stung by long-time users of the medium.

The criticism of radio and TV all was in context. The more than 590 ANA delegates, (reportedly the highest national convention registration in several years), took upon themselves such burdens of the world as the problems of the cities, the revolt of the blacks, and especially the threats of overpopulation and pollution of the environment. Nuts-and-bolts issues were frequently overshadowed; even when they were discussed they were often viewed mainly in relationship to broader situations and events. So it was that TV clutter was termed "pollution" and one of the by-products of the social revolution was said to be a coming shift on the part of advertisers and media from the producer-conscious to the consumer-conscious.

Seemingly, underneath this obvious tide of social awareness that swept the ANA convention, and the virtually compulsive need to scour radio-TV media clean, there was an undercurrent of something possibly more significant to the broadcast industry. Advertiser after advertiser, frequently buttressed by agency executives, voiced more than potshot criticism.

In talking about television, particularly, they indicated a deep unrest, considerable dissatisfaction and sincere unhappiness over the programs they see and sponsor; the placement of their commercials; the atmosphere in which they are delivered, and the lack of de-

finiteness about where the spots go, how much they really cost and the results they achieve.

A panel on "Advertising Pollution: Let's Clear the Air About It," one of the few strictly industry-oriented sessions, gave a glimpse of the general advertiser revolt against television that may be in the making. Alfred Plant, advertising vice president of Block Drug Co., in what was the most newsworthy

declaration of the convention, called for a guaranteed circulation for television advertisers. "All other media tell us in advance what the cost will be and what they will deliver for that cost," Mr. Plant said. "And if for any reason they don't deliver, they give you a credit or a make-good or rebate. The broadcast media have not done this," he pointed out. "I'm willing to buy programs if I know what they cost me," he added. "I can't afford to buy programs on a blind basis."

Mr. Plant pointedly noted that television network broadcast executives were not telling the audience or at least attending to the audience at the convention. Then he mentioned that television networks have consistently resisted an attempt by advertisers for a guaranteed circulation policy. "They felt it was not necessary," Mr. Plant said. "I do not know whether they ever really analyzed whether it was in their interest or not to move to this sort of a system," he continued. "It has been too easy for them to do it, I would suspect."

Mr. Plant further claimed that television networks now use that as an excuse for not adopting the guaranteed circulation system. "The threat of intervention by the Federal Trade Commission is a lot of bunk," Mr. Plant said in the loudest tones. The network executives, he said, treat all advertisers the same and he predicted no FTC problem would come about.

"I think that it is time that we challenge the networks," he told the delegates, "and that we say to the networks we want to know what our television advertising will cost us to reach 1,000 people whether it's people in general, whether it's a specific type of audience. At least we want to know in advance. We want to know just as we do when we buy *Life* or *Look* or any of the other accepted printed media."

There was no question that Mr. Plant feels strongly about the issue. There is question, however, whether many in his audience agreed with him. At least there was no immediate reaction. He conceded that he didn't know the chances for a guaranteed circulation or that he could move things in that direction "even one inch," but he indicated that if the ANA could st-



Mr. Jones



Mr. Plant



Mr. Maneloveg



Mr. Frankfurt



Mr. Cone

pushing for it, "I think we've made this meeting a very successful one."

Earlier, leading off the same panel discussion, Herbert Maneloveg of BBDO, New York, painted a dire picture in the context of which media operate today. He talked about a "population explosion" of new products "that make it almost impossible for any brand to move forward in the marketplace" and rhetorically asked whether this is not helping to suffocate the consumer "by overcrowding the airwaves and the print pages with less than effective selling ideas?"

Saying that advertisers and agencies are "perilously close" to a point of no return, Mr. Maneloveg, a BBDO vice president and board member, cited statistics to show:

- That between 1964 and today the number of network commercials during an average month have increased by 50%.

- That all commercials (local and network) aired on an average evening evening (7:30-11 p.m.) on a station have increased 41% in just four years.

- That the number of commercials on a typical sports show (CBS National Football League Game, Sept. 21) was 34.

- That the number of commercials on a typical movie (The Thursday Night Movie on CBS, Sept. 18) was 32.

Not excusing print media from this account of "population explosion" in advertising, Mr. Maneloveg claimed that television, among the other problems affecting the medium, is hurt by a fragmentation of audiences and faces even greater fragmentation in the future

because of the proliferation of UHF stations and cable TV system. As a result, he contended, TV is "in a most unusual period," where there are almost no network program hits, fewer misses; instead "everything is the same,"—"just a great big inbetween," he said.

According to Mr. Maneloveg, what's happened "is that the audience, still addicted to the medium, tunes in but probably watches with half-hearted interest, splitting almost all time segments evenly among the three networks and moving slowly over to the independents because of no real involvement with the total schedule."

As a principal remedy for the advertising headaches he diagnosed, Mr. Maneloveg called for the advertiser and agency to go back to the time when they controlled their own programs—to get "back into the television business." According to the BBDO executive, "the magazine concept on TV may have aided efficiency but it could be working to destroy the medium. Isn't it time that we once more owned our own programs and with that ownership attempted to be different by being effective with the right audience rather than efficient with the world?" he asked his audience.

"Isn't it time," he continued, "we looked to restructuring the format of programing, going back to commercial exclusivity rather than a back-to-back jungle of conflicting and confusing claims? Might it not be better to talk to fewer people in a better editorial environment and a cleaner commercial format even if it costs more?"

For the most part the suggestions

Mr. Maneloveg made were left undeveloped.

But Richard Jones, vice president and director of media, J. Walter Thompson Co., New York, added to the same discussion. He said the name of the disease afflicting advertising today is ignorance. He pointed out that there is no way of measuring what the optimal amount of commercial time would be so that an advertiser can get full awareness for his message and still not become a nuisance to the listener or viewer.

There doesn't seem to have been any really organized effort on the part of the media themselves, he contended, to tell advertisers and agencies how much advertising is enough and to caution them about going beyond a point at which their advertising becomes less effective. He cited media for not attempting to guide and direct, relying instead on the theory that "if the advertiser wants it let him have it. And if it's going to result in diminishing returns, that's his funeral."

Mr. Jones said that he considered this "a complete abrogation of responsibility." He suggested that advertisers ask themselves "whether really just crowding impressions on top of impressions is the answer to getting through to the consumer." He said that advertising is "snowballing downhill to less and less effectiveness requiring more and more dollars" and indicated that what may be needed is an industry-wide effort—agencies, advertisers and media—"to rethink how we are selling all media and try to determine whether or not we should step back a little bit."

Talent costs are due to go up

Terms of a new agreement with SAG and AFTRA are outlined at ANA convention in Scottsdale

Talent payments for production of film and video-tape commercials are going to go up as much as 12.2% over the next three years. That was the grim news that was served along with coffee and Danish to early-rising delegates attending a breakfast session last week of the Association of National Advertisers convention in Scottsdale, Ariz. The increase is the effect of a new Screen Actors Guild-American Federation of Television and Radio Artists collective bargaining agreement announced last month. SAG previously had indicated the new contract would generate total talent payment increments of at least 15% (BROADCASTING, Nov. 24).

Explaining why labor and management have differing estimates, Harry J.

Saz, who for the agencies headed the joint policy committee of the American Association of Advertising Agencies-ANA, said: "They have their way of figuring and we have our way." Mr. Saz, however, did not refute labor's estimate.

A. L. (Fred) Plant, who was the top advertiser representative on the joint policy committee, set the background against which the new AFTRA-SAG agreement was negotiated. He said that SAG, early last fall, presented an extensive list of demands that covered 17 pages, and which, in his opinion, included some "very extreme" measures that would have had a serious impact on both the cost of and the operating procedures for making commercials.

Among the most potentially damaging initial demands made by SAG, Mr. Plant contended, were the reduction of the regular working day from eight hours to seven hours and the complete elimination of seasonal and dealer commercial categories.

Mr. Plant, vice president-advertising, Block Drug Co., Jersey City, N. J. termed the new agreement "reasonably good," especially in view of what he called today's "inflationary spiral." As emphasis, he pointed out that the estimated 12.2% increase in talent payments looks "pretty good" in comparison to an estimated 8% wage increase in the over-all industry on an annual basis.

Mr. Saz, vice president in charge of

VTRs that meet the one specification dear to every station manager's heart:

For maximum proficiency in your highband tape operation you can't do better than the TR-60 and TR-70B. You get cost-saving compactness in the TR-60 together with high-quality color tapes. The TR-70 is the machine that almost thinks for your operators—eliminating many of the day-to-day errors that drive up the cost of running your machines. Perhaps some of the following "flubs" may have happened in your plant.

A technician throws the wrong switch for FM playback standard. With the conventional VTR, there's trouble ahead. But the 70B will correct the error, instantly, automatically. Result: no irate sponsor to cope with, no money-wasting re-run to make.

Take the business of precueing during a long station break. The 70B has an automatic cueing system—that's like having a third pair of hands. It lets your operators pre-cue tapes, so that they are ready to roll at a touch of a button... and stop automatically at the end of the message. Result: no more short-changed commercials.

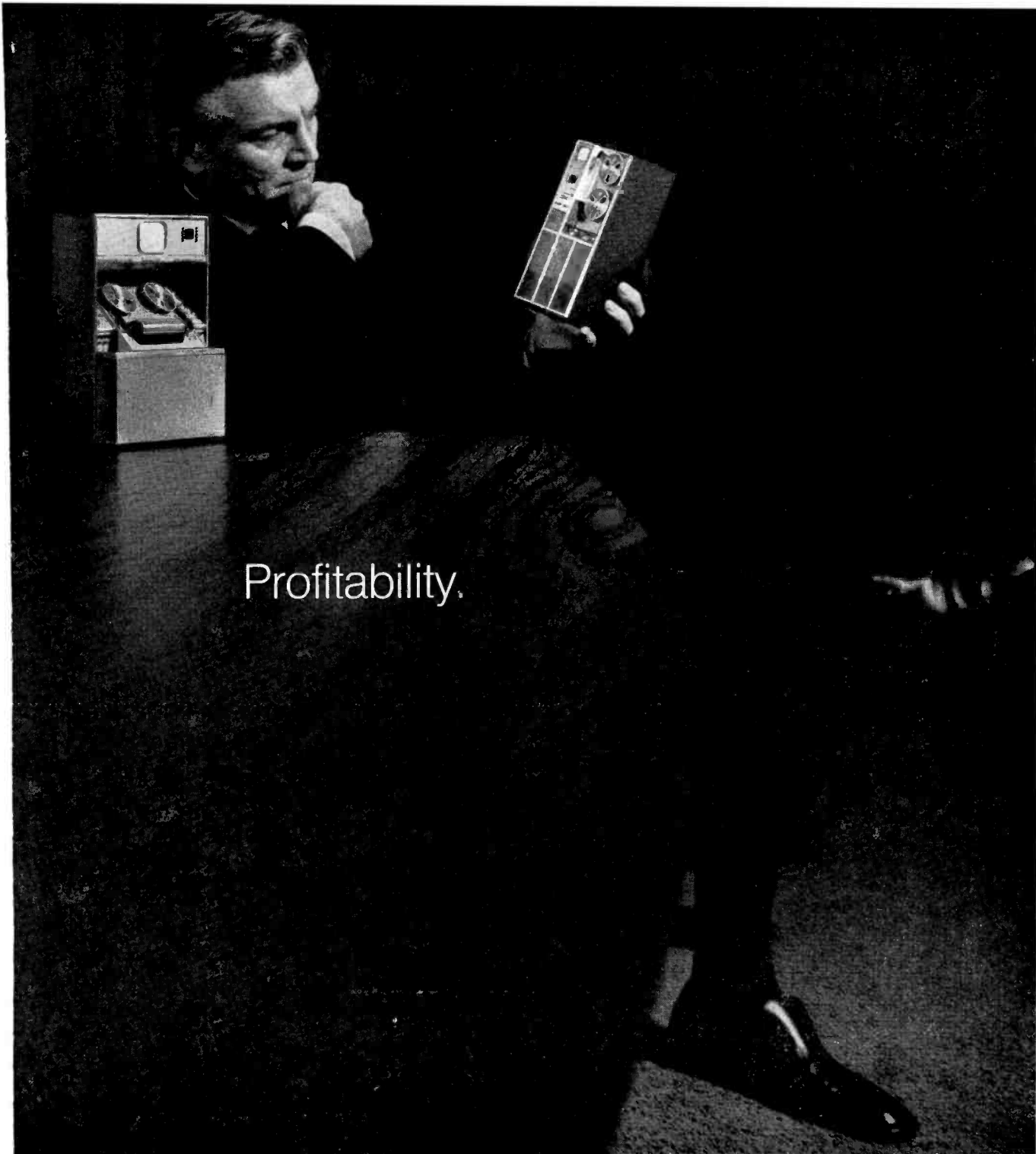
There's more. The TR-70 automatic audio-visual warning system frees your operators from having to stare at the monitor all day. Gives them more time for more profitable functions. Creative functions.

Another time-saving feature. You can add an optional record current optimizer to the 70B, so video heads can be set for peak performance

in seconds instead of minutes.

The 70B also makes teleproduction easier with plug-in accessories for electronic splice edit previewing and animation. Extra-quality options include—automatic color correct and automatic drop-out compensation. You can "plug in" a world of tape automation with 70B!

Where space counts you can save a lot of money with the TR-60. It's our low-cost mobile and studio companion to the 70B. (Many stations buy both.) The finest highband color VTR in its price range, the 60 can outperform a costlier model "beep-beep" VTR—yet take up half the floor space! That's profitability—lower initial cost and extra space for you. *Pl*



Profitability.

Multiple-generation color dubs of master-quality, to assure profitable commercial production. *Plus:*

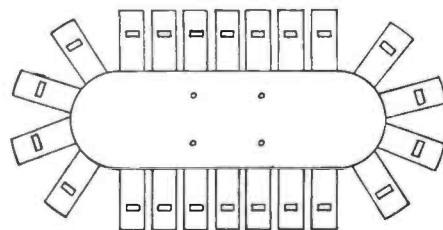
All the plug-in accessories you need for consistently brilliant highband color—with automatic color correction, automatic color pull-out compensation, fast optimizing. *Plus:* New opportunities for profitable post-production work—with its optional electronic splice and tape editing programmer. *Plus:*

On location advantages: The 60 is so compact you can use a smaller, cost saving and more maneuverable van—to tape the action where it's happening—quickly, easily, profitably. Now you know why so many TV stations own them—the TR-60 and the 70B. They're designed

to meet the demands of the most exacting schedule, the most discriminating sponsors.

BONUS! To guarantee even greater profitability for the future, the 60 and 70B are compatible with our next advance in tape automation—a video cartridge recorder designed to hold 22 cartridges and play them in sequence. So join the future. If you own the 60 or 70B, you could save thousands of dollars.

For complete details, call your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102
RCA... Totally Responsive



RCA

Closing act at ANA: Frankfurt and Cone

The young champion and the old pro met in the main event of the four-day ANA convention (see page 30). Stephen O. Frankfurt, president of Young & Rubicam, New York, and Fairfax M. Cone, a founder and director of Foote, Cone & Belding, made the concluding speeches at the convention. The contents of their talks strikingly illustrated vastly differently eras in advertising.

Mr. Frankfurt, less than 20 years into his advertising career, was first up. He spent a considerable time explaining why it's mandatory for advertiser and agency people to have "an understanding of younger people in their search for an identity different from their parents." He didn't neglect either the necessity for "an understanding of the life styles developed and sought after by people over 30, in their new affluence." Still, his emphasis did seem

to be on the youth audience, particularly in some of the mostly swinging, humorous Y&R-produced commercials he screened for the audience. U. S. car manufacturers, he pointed out, sell as much as \$4-or-\$5-billion worth of cars to people under 31 and "I, for one, don't think we can afford to neglect four or five billion dollars worth of anything."

In the end, Mr. Frankfurt made a rather conventional pitch to his advertiser peers for greater understanding of the agency's role and problems because "commercials are not manufactured items."

Fairfax Cone, born in 1903 and making his first public talk in several years ("because I haven't liked the atmosphere") carried no sample reel to Scottsdale. But he described a number of commercials in detail that, according to his standards, are plain foolish and misguidedly imitative.

There was no foolishness in Mr. Cone's talk. He was serious, particularly serious in calling out against the con-

cepts of merchandising in advertising ("cancerous," he said) and contests ("I can't think of anything that wasn't offered to the winners") and sweepstakes ("their attraction may prove to be cyclical and everlasting") when these gimmicks are allowed to dominate the product promise and the product image, something that should be "never, never allowed." He said currently advertising is beset by "a laughing attack" and noted that "any attack on advertising is an assault on the strongest force in marketing."

The point of his remarks, he told advertiser and agency executive alike, is "to urge you, collectively and as individuals to help guard it [advertising] from the folly and the flatulence that threaten it today, and the diminution of its value that is bound to follow if these are allowed to predominate." Mr. Cone made it clear he wasn't advocating "that advertising be devoid of humor." Instead he was arguing for "restraint in everything we do in advertising and marketing."

radio/TV services division, Ted Bates & Co., New York, claimed that management negotiators obtained several important concessions from labor. SAG, according to the agency executive, alarmed over the increasing number of feature films being produced as so-called runaway productions, demanded that agencies and advertisers be restricted from producing TV commercials outside of the U.S. Mr. Saz indicated that AAAA-ANA felt so strongly challenged by this issue that even if it had led to a strike the demand, as it ultimately was, would have been rejected. Management, he also pointed out, was successful in increasing the AFTRA working period from a five-hour day to an eight-hour day. AFTRA performers now may be used for eight hours a day without overtime payments.

According to Mr. Plant a major issue of the negotiations was labor's demand that in the event of a strike SAG and AFTRA would have the right to pull all of their old or previously produced commercials off the air. This demand, Mr. Plant noted, was turned back.

Mr. Plant acknowledged that the guilds had gained an increase from 5% to 6½% in pension and welfare contributions made by employers. But, he said, this was considerably less than the 8% increase labor was seeking. He also made it clear that for the first time the new contract will have a cost of living provision for talent that could mean an automatic 5% raise on all contract rates. Still, he wanted delegates to be sure to understand, this provision only would go into effect if the cost-of-

living would rise 10% from the 17th to the 24th month in the life of the three-year agreement.

"Our new agreement is loaded at the front end," Mr. Plant admitted, "but amounts to less than median increases in industry."

The joint policy committee of AAAA-ANA is made up of 10 advertiser representatives and 10 agency people. Advertisers stay out of direct negotiations which were handled strictly by 4A representatives, headed by Mr. Saz.

The agreement with SAG and AFTRA already has been ratified by the film guild's members. Mr. Saz currently is involved in writing the precise language of the new contract. AFTRA, which still is in negotiation for a number of other collective bargaining contracts (BROADCASTING, Dec. 1), has not yet approved the agreement. This guild is bound by policy that makes it mandatory for all its labor contracts to be ratified before any single one can be approved by its membership. But the AFTRA recorded television commercial code, when and if it is ratified, will conform with the SAG code. In addition, the commercial contract for SAG and AFTRA will substantially in the same way cover the Screen Extras Guild.

Where never was heard an encouraging word

How did radio and television rate at last week's Association of National Advertisers convention? As great big bullseyes on a dartboard, the weight of

statement after statement proves. Following are several examples of the feelings of top ad men:

▪ About radio: "Each morning at breakfast my radio spews out a truly amazing collection of commercial stuff. Alternately, my senses are outraged, my intelligence insulted by weird sounds and strange voices babbling nonsense." William H. Ewen, past chairman of ANA and director of advertising services and government relations, Borden Inc.

▪ About television: "I've come to the conviction not only must we be concerned about the pollution of commercials on the airwaves, we've got to recognize that this tremendous medium that has meant so much to almost everyone in this room has changed. I just don't think that it is as effective as it was for the past 10 years, I don't think people are watching programs much less commercials like the same way they did when they turned on what they called the idiot box." Alfred L. Plant, vice president-advertising, Block Drug Co.

▪ About television: "How this flagrant misuse of advertising has become fashionable is one more evil that must be charged to the debauchery of television.

"The greatest medium yet discovered for the dissemination of information has quickly become an instrument primarily of entertainment; and, I think you must agree, entertainment at a level that is more often than not witless and absurd." Fairfax M. Cone, director of Foote, Cone & Belding.

EXCLUSIVE

for Baltimore / Maryland viewers

**COMPREHENSIVE REPORTS
FROM IMPORTANT
WORLD NEWS CENTERS**

“IN THE SUN’S ORBIT”

Produced by WMAR-TV

in Hong Kong, London and Baltimore

Air dates: December 23, 24 and 25

From the network

**CBS CORRESPONDENTS’
REPORT**

Air date: December 26

“In the Sun’s Orbit,” presented annually for many years, is a first-hand report from the Baltimore Sunpapers foreign correspondents in London, Bonn, Moscow, Rome, New Delhi, Rio de Janeiro, Hong Kong and Paris. These telecasts are a project of the WMAR-TV News Department. WMAR-TV sends Arthur Ford, Director, around the world to produce these famous authoritative reports. “In the Sun’s Orbit,” plus CBS Correspondents’ Report, brings to viewers in Baltimore, and Maryland, a first-hand resume of how news events around the world are shaping the future — a comprehensive reflection on world affairs rarely available to citizens not served by WMAR-TV, Sunpapers Television, Baltimore, Md.

*No Wonder. . . . In Maryland
Most People Watch **COLOR-FULL***

WMAR-TV 

**CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION**

TVB's optimism becomes a fact

Third quarter spot TV spending tops \$256 million; network sales for 11 months well ahead of '68 pace

Advertisers are closing out 1969 with a television flourish.

Figures being released today (Dec. 15) by the Television Bureau of Advertising put third-quarter spot-TV spending at \$256,516,700 and show network-TV sales through November running 10.1% ahead of the same period of 1968 for an 11-month total of \$1,526,360,700.

Changes in the method of compiling spot-TV figures this year make direct comparisons with 1968 estimates impossible, but TVB some time ago projected a 13% increase in national and regional spot sales this year and officials said last week they saw no reason to revise the projection.

Their earlier forecast of a 10% increase in network was on the nose at the end of November. For local TV sales their forecast is a 15% increase over 1968.

The \$256.6-million estimate for spot in the third quarter brought television spending by national and regional advertisers in the first nine months of 1969 to \$823,573,000, divided among 1,426 companies in promoting 5,425 different brands, according to TVB.

Five companies invested over \$5 million in spot during the third quarter: Procter & Gamble, Colgate-Palmolive, General Foods, and Coca-Cola—all of which also had spent more than \$5 million in spot in the second quarter—and Lever Brothers.

The William Underwood Co. (food products) moved into the top 100 spot advertisers in the third quarter for the first time with expenditures totaling \$664,400. Two top-100 veterans, Atlantic Refining and Wallace & Tiernan, appear in the third-quarter list under new corporate names: Atlantic Richfield and Pennwalt Corp.

Time and program sales on the three TV networks were put at \$183,196,400 for November, up 13% from a year earlier (see page 37).

Both spot and network estimates are compiled for TVB by Broadcast Advertisers Reports (BAR). The spot estimates are three-month projections for 262 stations in 75 markets, based on monitoring one week of each month of the quarterly period.

TOP 100 SPOT TV CLIENTS IN THIRD QUARTER, 1969

Advertiser	Expenditures
1. Procter & Gamble	\$14,129,800
2. Colgate-Palmolive	9,979,500
3. General Foods	5,067,900
4. Coca-Cola	5,689,200

Advertiser	Expenditures
5. Lever Brothers	5,315,700
6. Bristol-Myers	4,535,400
7. American Homes Products	4,475,100
8. Alberto-Culver	4,427,300
9. Kellogg	4,280,800
10. William Wrigley Jr. Co.	4,224,900
11. General Mills	3,504,600
12. Norton Simon	3,398,600
13. PepsiCo Inc.	3,372,600
14. Warner-Lambert Pharmaceutical	3,303,400
15. Johnson & Johnson	3,229,100
16. R. J. Reynolds Industries	3,023,000
17. Gillette Co.	2,995,500
18. Shell Oil Co.	2,991,500
19. Nestle Co.	2,865,600
20. Kraftco Corp.	2,564,100
21. Seven-Up Co.	2,479,500
22. Toyota Motor Distributors	2,366,300
23. Falstaff Brewing	2,057,700
24. Royal Crown Cola	2,031,200
25. Triangle Publications	2,015,300
26. Standard Oil of N. J.	2,007,000
27. American Brands	1,993,100
28. Scott Paper Co.	1,930,800
29. Sterling Drug	1,928,200
30. Miles Laboratories	1,917,500
31. Ford Motor	1,890,800
32. International Tel. & Tel.	1,869,600
33. Standard Brands	1,829,300
34. Deluxe Topper Corp.	1,797,500
35. McDonald's Corp.	1,792,700
36. Pillsbury Co.	1,747,000
37. Philip Morris	1,558,200
38. H. J. Heinz	1,537,900
39. Smith Kline & French	1,515,800
40. Stokely Van Camp	1,462,300
41. General Motors	1,406,400
42. American Can Co.	1,395,900
43. Household Finance	1,362,100
44. C. P. C. International	1,327,200
45. Anderson Clayton & Co.	1,313,000
46. Kentucky Fried Chicken	1,285,400
47. British-American Tobacco Co.	1,283,000
48. Quaker Oats	1,278,200
49. Chrysler Corp.	1,225,500
50. Avon Products	1,217,500
51. Rio Tinto-Zinc Corp.	1,212,500
52. Liggett & Myers Tobacco	1,208,600
53. Consolidated Foods	1,183,200
54. Heublein Inc.	1,183,000
55. Mars Inc.	1,142,900
56. National Biscuit	1,130,100
57. Borden Co.	1,122,700
58. Carter-Wallace	1,107,100
59. Carling Brewing	1,105,800
60. Mobil Oil	1,084,900
61. Ideal Toy	1,071,400
62. Greyhound	1,029,500
63. Eastern Airlines	1,028,300
64. Sun Oil Co.	1,004,200
65. William Bishop Co.	994,200
66. American Cyanamid	980,800

Oatmeal pitch from Best

Now is the time for oatmeal commercials to begin their winter run, and Best Foods Co., makers of H-O Instant Oatmeal, has started a new TV campaign with two commercials featuring television personality Charlie Weaver (Cliff Arquette). Mr. Arquette has a two-year contract with the company. The 30-second spots are now being broadcast in the Northeast. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency. Best Foods is a division of CPC International, Englewood Cliffs, N.J.

Advertiser	Expenditures
67. Trans World Airlines	978,400
68. Jos. Schlitz Brewing	968,800
69. Ralston Purina	968,200
70. Pennwalt Corp.	941,300
71. Revlon	906,100
72. Purex Corp.	894,200
73. Campbell Soup	889,900
74. Richardson-Merrell	886,000
75. Squibb Beech-Nut	878,100
76. Associated Products	873,100
77. Standard Oil of Ind.	870,800
78. Faberge Inc.	843,300
79. Beatrice Foods	838,100
80. RCA	828,700
81. Motorola	812,000
82. Chas. Pfizer & Co.	810,800
83. Atlantic Richfield	797,100
84. Loews Theatres	769,700
85. Union Oil of Calif.	769,600
86. Murine Co.	748,200
87. Volkswagenwerk A.G.	723,300
88. Rheingold Corp.	718,100
89. Noxell Corp.	705,500
90. Eversharp	702,900
91. United Air Lines	702,800
92. Anheuser Busch	693,400
93. S. C. Johnson & Son	681,600
94. Chesebrough Ponds	678,000
95. Remco Industries	668,700
96. F. & M. Schaefer Brewing	665,600
97. William Underwood Co.	664,400
98. Nissan Motor Corp.	663,500
99. American Airlines	628,400
100. Morton-Norwich Products	625,300

* Estimated dollar activity in the 75 markets monitored by BAR.

SPOT TV IN THIRD QUARTER, 1969 BY PRODUCT AND CATEGORY

Agriculture & Farming	\$ 704,700
Apparel, Footwear & Accessories	3,325,100
Apparel fabrics & finishes	684,400
Footwear	1,254,800
Hosiery	300,500
Ready-to-wear	486,400
Underwear, foundations & bras	593,700
Misc. apparel, accessories & notions	5,300
Automotive	11,911,500
Passenger cars	9,200,500
Tires & tubes	1,557,600
Trucks & mobile homes	79,000
Misc. auto accessories & equipment	1,074,400
Beer & Wine	13,619,300
Beer & ale	12,928,100
Wine	691,200
Building Materials, Equipment & Fixtures	1,387,800
Building materials	117,900
Equipment, fixtures & systems	822,300
Protective coating & finishes	447,600
Confectionery & Soft Drinks	25,863,700
Confectionery	7,420,400
Soft drinks	18,443,300
Consumer Services	3,204,300
Engineering & professional services & misc.	44,700
Financial	2,195,800
Schools & colleges	963,800
Drugs & Remedies	14,748,800
Medical equipment & supplies	1,445,800
Medicines & proprietary remedies	13,060,600
Misc. drugs & remedies	242,400
Entertainment & Amusement	5,679,900
Amusements & events	197,400
Restaurants & drive-ins	5,482,500
Food & Food Products	54,159,000
Bakery goods & snack foods	5,961,000
Canned goods	5,116,200
Cereals	9,002,100
Coffee, tea & cocoa	9,376,800
Dairy products	2,291,400
Flour & prepared baking mixes	1,142,300
Frozen foods	4,121,000
Fruit & vegetable juices	1,339,200
Fruits & vegetables-fresh	267,800
Health, dietary & infants' foods	3,748,700
Meats, poultry & fish-fresh	1,428,300
Packaged foods	2,050,000
Seasoning & condiments	3,273,000
Shortening & oils	4,254,100
Sugars, syrups & jellies	563,000
Misc. food products	224,100
Gasoline, Lubricants & Other Fuels	12,197,100
Horticulture	194,900

**NETWORK TELEVISION TIME AND PROGRAM BILLING ESTIMATES
BY DAY PARTS AND BY NETWORK (ADD 000)**

	1968	November 1969	% Chg.	1968	Jan.-Nov. 1969	% Chg.
Daytime	\$ 55,051.4	\$ 62,620.8	+13.8	\$ 451,891.3	\$ 486,473.0	+ 7.7
Mon.-Fri.	33,962.3	34,939.7	+ 2.9	319,092.9	335,863.2	+ 5.3
Sat.-Sun.	21,089.1	27,681.1	+31.3	132,798.4	150,609.8	+13.4
Nighttime	107,135.5	120,575.6	+12.6	935,574.6	1,039,887.7	+11.2
Total	\$162,186.9	\$183,196.4	+13.0	\$1,387,465.9	\$1,526,360.7	+10.1

	ABC	CBS	NBC	Total
January	\$37,044.6	\$56,289.5	\$56,790.1	\$150,124.2
February	38,408.0	50,452.9	49,184.0	138,044.9
March	41,552.8	53,035.1	52,308.5	146,896.4
April	36,284.3	53,770.5	49,952.9	140,007.7
May	31,762.4	47,196.1	47,835.6	126,794.1
June	29,956.1	44,078.8	39,736.4	113,771.3
July	26,929.6	39,341.3	36,592.9	102,863.8
August	28,814.8	40,227.8	36,017.1	105,059.7
September	35,427.5	49,458.5	50,898.9	135,784.9
October	47,351.5	69,862.7	66,603.1	183,817.3
November	49,493.7	73,337.2	60,365.5	183,196.4

* Revised

Source: Broadcast Advertisers Reports (BAR)

Household Equipment & Supplies	11,849,400
Household paper products	7,616,200
Insecticides, disinfectants & deodorizers	2,072,700
Major appliances	1,460,800
Small appliances & equipment	640,000
Misc. accessories & supplies	59,700
Household Furnishings	2,011,900
Floor covering	476,700
Furniture	568,400
Household fabrics & finishes	942,900
Misc. household furnishings	23,900
Insurance	1,359,200
Jewelry, Optical Goods & Cameras	471,900
Cameras & photographic supplies	412,900
Jewelry, watches & optical goods	59,000
Office Equipment, Stationery & Writing Supplies	895,200
Pets & Pet Supplies	6,706,100
Publishing & Media	3,036,100
Radios, Television Sets & Musical Instruments	3,337,900
Musical instruments	31,500
Records & tape recordings	838,500
Radios, TV sets, phonographs & recorders	2,410,900
Misc. components & supplies	57,000
Smoking Materials	9,495,700
Cigarettes	9,168,700
Cigars & tobacco	316,000
Misc. smoking materials & accessories	11,000
Soaps, Cleansers & Polishes	24,898,700
Soaps & detergents	10,579,000
Cleansers, polishes & laundry preparations	14,319,700
Sporting Goods & Toys	5,752,400
Games, toys & hobbycraft	5,354,400
Sporting goods	398,000
Toiletries & Toilet Goods	32,872,000
Cosmetics & beauty aids	5,200,600
Dental supplies & mouthwashes	5,977,600
Depilatories & deodorants	5,315,300
Hair dressings & accessories	10,898,300
Shaving goods & men's toiletries	2,940,700
Toilet soaps	2,098,900
Misc. toilet goods	440,600
Travel, Hotels & Resorts	5,922,600
Airlines	4,926,900
Buses	565,600
Car Rental	346,800
Resorts & hotels	66,200
Steamships	
Travel services	17,100
Miscellaneous	911,500
Total	\$256,516,700

Shurfine buys specials for TV's in 67 markets

Shurfine-Central Corp., Northlake, Ill., has purchased two one-hour specials (*The Special Gentry*) for showing early in 1970 in 67 markets. The major regional sale was announced last week by 20th Century-Fox Television, syndicator of the *Gentry* specials, which also reported a preproduction sale of the specials to WCBS-TV New York and KCOP(TV) Los Angeles.

Shurfine is one of the biggest food packagers and distributors in the Midwest. That deal for *Gentry* was negotiated by 20th Century with Norman, Navan, Moore & Baird, Grand Rapids, Mich.-Detroit, agency for the food packager. The specials, spotlighting entertainer Bobbie Gentry and as sequels to an earlier special starring the performer and called *The Sound and the Scene*, had just been announced for syndication (BROADCASTING, Dec. 8). The earlier *Sound* special has been sold in more than 70 markets.

Motorola's special network TV buy

Motorola Inc., Chicago TV set maker, returns to network television this spring with a full hour special on CBS-TV featuring Raquel Welch, Bob Hope, John Wayne and others, a major merchandising vehicle it will co-sponsor with Coca-Cola.

Out of network TV for two years, Motorola has continued heavy in the TV medium however with spot schedules on some 110 stations. These spot campaigns are expected to continue. Motorola has advised its dealers it is dropping a retailer co-op plan for local newspapers. Agency is Clinton E. Frank Inc., Chicago.

Time to answer Frito Bandito?

Mexican-American groups to seek fairness ruling on Frito-Lay commercials

To Frito-Lay Inc., Frito Bandito is a cute little mustachioed cartoon character that has helped sell a great many of its corn chips. To some Mexican Americans, however, the animated snack-stealer is a negative stereotype whose appearance in television commercials raises a fairness-doctrine issue that could affect more than 600 TV stations.

The National Mexican-American Anti-Defamation Committee has been attempting to persuade Frito-Lay to withdraw the Frito Bandito commercials, but without success. Another Mexican-American group, the Federation for the Advancement of Mexican-Americans, last summer asked three San Antonio stations—KSAT-TV, KENS-TV, and WOAI-TV—for free time to respond to the commercials, under the commission's fairness doctrine, and was turned down.

So last week, the committee announced that it, FAMA and a third group, the Mexican-American Legal Defense Fund, were preparing to seek relief from the FCC. They will ask the commission to direct stations carrying the commercials to afford the "defamed parties" time for reply.

The San Antonio stations' denial of FAMA's request for time will serve as the basis for the action—but the case affects most of the nation's 700 commercial stations. Frito-Lay says the commercials are run on the affiliates of the three networks, as well as on a number of independents—more than 600 in all.

Joseph L. Gibson, counsel for the National Mexican-American Anti-Defamation Committee, said last week that the parties will file the complaint in 90 days if they cannot reach an acceptable settlement with the advertiser and the broadcasters. He said the complaint will allege that television stations have not given Mexican-Americans the free time "to combat the negative advertisements as required by the FCC 'fairness doctrine' and the obligation of broadcasters to serve the public interest."

The Anti-Defamation Committee, which is composed of seven members, was organized last year to combat what it considered the use of negative Mexican-American stereotypes in commercials and advertisements—those, they feel, that "picture the Mexican-American as a Spanish-speaking version of Stepin Fetchit or a sneaky, untrustworthy bandit." To illustrate their feelings, the

The Finest Doctor
In The Countr
Make House Cal



WNBC-TV Science Editor Frank Field invites them to your home every week.

To date almost two hundred medical authorities have answered Frank Field's call to appear on *Research Project*.

This distinguished list of medical instructors, physicians, surgeons and scientists have brought our viewers the latest on everything from why your baby cries to Cryo-biology. And how effective have these house calls been?

Absolutely therapeutic.

Or as some of the awards and commendations have phrased it...

"...a distinguished example of journalism that contributed to a better understanding of medicine and health in the U.S."

American Medical Association
Medical Journalism Award

"...our judges wanted particularly to commend you on your program excellence"

American Psychological Foundation
National Media Awards

"...outstanding reporting in the cardiovascular field" American Heart Association
Howard W. Blakeslee Award

And, as our viewers commented...

"...For years I have been praying for a breakthrough in coronary arteries disease. You have no idea how happy it made me to hear you say one had been made...I feel I have been given a new lease on life" George Del Giudice
Rosedale, New York

"...I thought you would like to know your program on liver transplants had the most fantastic response from the general public...people who had watched it... found the program so exciting that they wanted to participate" Ruth Abramson
Memorial Sloan-Kettering Cancer Center

"...Thanks to you I am alive today...if not for watching your program, I would probably be dead now...I can't thank you enough for that television showing..."

Sally Fischer
Brooklyn, New York

If you want to know what's going on in the medical world, find out from those who know on *Research Project*.

Frank Field also keeps his finger on the pulse of medical progress with science reports on the Sixth Hour News.

Research Project
Saturday afternoons on
WNBC-TV 
Your Community-Minded Station

Dr. Charles Abbot
St. Barnabas Medical Center

Dr. George Ace
Institute for Muscular Diseases

Dr. Katlia Adamson, Jr.
Columbia-Presbyterian Medical Center

Dr. Roy E. Albert
New York University Medical Center

Dr. Silvio Barez
Albert Einstein College of Medicine

Dr. William A. Barnes
New York Hospital-Cornell Medical Center

Dr. Harry Barowsky
New York Medical College

Dr. Goran Baser
The Hospital for Special Surgery

Dr. Edward J. Beattie, Jr.
Memorial Sloan-Kettering Cancer Center

Dr. Stanley H. Bernstein
Long Island Jewish Hospital

Dr. Charles A. Berry
Director Medical Research & Operations
NASA/Manned Spacecraft Center

Dr. Samuel Bogach
Rutgers University School of Medicine

Dr. Murray B. Bornstein
Albert Einstein College of Medicine

Dr. Cesar Augusto Caceres
U.S. Public Health Service

Dr. Kevin M. Cahill
St. Clare's Hospital

Dr. Fernando Cardona
Columbia-Presbyterian Medical Center

Dr. Robert F. Carroll
Columbia-Presbyterian Medical Center

Dr. Eric J. Cassell
The Mount Sinai Hospital

Dr. Martin Cherkasky
Director, Montefiore Hospital
and Medical Center

Dr. Sheldon H. Chery
The Mount Sinai Hospital

Dr. Sanford Chodosh
Tufts University School of Medicine

Dr. Charles Christian
Columbia-Presbyterian Medical Center

Dr. Chrysanthos Chrysanthou
Beth Israel Medical Center

Dr. Irwold Clark
Columbia-Presbyterian Medical Center

Dr. Martin J. Clyman
The Mount Sinai Hospital

Dr. William S. Collins
Maimonides Medical Center

Edith Colquhoun, R.N.
Maimonides Medical Center

Dr. John T. Connell
Roosevelt Hospital

Dr. Irving S. Cooper
St. Barnabas Hospital for Chronic Diseases

Dr. Louis Cooper
New York University Medical Center

Dr. Jean L. Cook
Albert Einstein College of Medicine

Dr. George F. Cricklair
Columbia-Presbyterian Medical Center

Dr. Eugene P. Crunkite
Brookhaven National Laboratory

Dr. Lewis K. Dahl
Brookhaven National Laboratory

Dr. John T. Daley
New York University Medical Center

Dr. William Dameshek
The Mount Sinai Hospital

Ludmila Davis, R.N.
Stanford University

Dr. Michael E. DeBakey
Baylor University College of Medicine

Dr. Jose M. R. Delgado
Yale University School of Medicine

Dr. Louis Del Guercio
Albert Einstein College of Medicine

Dr. George Denniston
Planned Parenthood World Population

Dr. Bernard Epstein
Long Island Jewish Hospital

Dr. Joseph Epstein
Long Island Jewish Hospital

Dr. William Feinbloom
Optometric Center of New York

Dr. Marvin Fogel
The Mount Sinai Hospital

Dr. Vincent J. Fontana
St. Vincent's Hospital and Medical Center

Dr. Joseph G. Fontana
Memorial Sloan-Kettering Cancer Center

Dr. Charles L. Fox, Jr.
Columbia-Presbyterian Medical Center

Dr. Vincent J. Freda
Columbia-Presbyterian Medical Center

Dr. Arnold I. Friedhoff
New York University Medical Center

Dr. Arnold P. Friedman
Montefiore Hospital and Medical Center

Dr. Menard M. Gerler
New York University Medical Center

Dr. Hector Giancarlo
New York Eye and Ear Infirmary

Dr. Robert Gillis
New Jersey College of Medicine and Dentistry

Dr. Lewis Glickman
Downstate Medical Center

Dr. Harry S. Goldsmith
Memorial Sloan-Kettering Cancer Center

Dr. Gideon Goldstein
New York University Medical Center

Dr. John G. Gorman
Columbia-Presbyterian Medical Center

Dr. Jack D. Gorvov
Long Island Jewish Hospital

Dr. George Green
New York University Medical Center

Dr. Roger L. Greif
New York Hospital-Cornell Medical Center

Dr. Ira Gruber
Albert Einstein College of Medicine

Dr. David Grob
Maimonides Medical Center

Dr. Milton Halpern
N.Y.C. Chief Medical Examiner

Dr. L. Cusler Hammond
American Cancer Society

Dr. Henry I. Heimlich
Montefiore Hospital and Medical Center

Dr. Louis M. Hellman
Downstate Medical Center

Dr. Frederic P. Hestler
Columbia-Presbyterian Medical Center

Dr. Salek K. Hillal
Columbia-Presbyterian Medical Center

Dr. Maurice R. Hilleman
Merck Institute for Therapeutic Research

Dr. Robert Hoffman
Waldemar Medical Research Foundation

Dr. Vincent Hollander
Hospital for Joint Diseases

Dr. William Hollingsworth
Yale University School of Medicine

Dr. Rollin D. Hotchkiss
Rockefeller University

Dr. Henry D. Isenberg
Long Island Jewish Hospital

Dr. Henry D. Janowitz
The Mount Sinai Hospital

Dr. Alan Johnson
New York University Medical Center

Peggy Jordan, R.N.
Grossu Sclmer Hospital

Dr. Adrian Kantrowitz
Maimonides Medical Center

Dr. David Karlin
The Mount Sinai Hospital

Dr. Shervin A. Kaufman
New York University Medical Center

Dr. Samuel Karely
Long Island Jewish Hospital

Dr. B. H. Kean
New York Hospital-Cornell Medical Center

Dr. Charles D. Kelman
Manhattan Eye, Ear and Throat Hospital

Dr. Fdwin A. Killbourne
New York Hospital-Cornell Medical Center

Dr. Thomas Killip, III
New York Hospital-Cornell Medical Center

Dr. John M. Kinney
Columbia-Presbyterian Medical Center

Dr. Jerome L. Knittle
The Mount Sinai Hospital

Dr. Joseph A. Kochen
Albert Einstein College of Medicine

Dr. Donald R. Krasnitz
The Mount Sinai Hospital

Dr. Saul Krugman
New York University Medical Center

Dr. Robert Landesman
New York Hospital-Cornell Medical Center

Dr. John H. Larach
Columbia-Presbyterian Medical Center

Dr. John K. Lattimer
Columbia-Presbyterian Medical Center

Dr. Irving Leopold
The Mount Sinai Hospital

Dr. Francis L'Etang
Columbia-Presbyterian Medical Center

Dr. Isaiah Lew
New York Polytechnic

Dr. David B. Levine
Hospital for Special Surgery
Cornell Medical Center

Dr. Stanley Levenson
Albert Einstein College of Medicine

Dr. Leslie M. Levy
Long Island Jewish Hospital

Dr. Charles S. Lieber
New York Hospital-Cornell Medical Center

Dr. C. Walton Lillehei
New York Hospital-Cornell Medical Center

Dr. Donald Louria
New York Hospital-Cornell Medical Center

Dr. William M. Lulliam
Optometric Center of New York

Dr. Leonard I. Malis
The Mount Sinai Hospital

Dr. Ralph C. Marceve
New York Hospital-Cornell Medical Center

Peggy Martin, R.N.
Stanford University

Dr. Colin McCord
St. Luke's Hospital Center

Dr. Harold McDonald, Jr.
Downstate Medical Center

Dr. John M. McLean
New York Hospital-Cornell Medical Center

Dr. A. D. Mollin
Brookville Bay Club

Dr. Norman Motulsky
Waldemar Medical Research Foundation

Dr. Harry Most
New York University Medical Center

Dr. Carl Munshelbaum
New York Hospital-Cornell Medical Center

Dr. Svero Ochoa
New York University Medical Center

Dr. Gerald Oster
The Mount Sinai Hospital

Dr. Emanuel M. Pappe
Columbia-Presbyterian Medical Center

Dr. Russell Patterson, Jr.
New York Hospital-Cornell Medical Center

Dr. Lisa Paulsen
Albert Einstein College of Medicine

Dr. George White Pickering
Regis Professor of Medicine, Oxford

Dr. Richard N. Pincus, Jr.
St. Luke's Hospital Center

Dr. Alfred M. Prince
New York Blood Center

Dr. Milton R. Porter
Columbia-Presbyterian Medical Center

Dr. Elias Rand
Maimonides Medical Center

Dr. Felix T. Rapaport
New York University Medical Center

Grace Ray, R.N.
Maimonides Medical Center

Dr. Thomas D. Rees
New York University Medical Center

Dr. Theobald Reich
New York University Medical Center

Dr. Johannes A. G. Rhodin
New York Medical College

Dr. Edwin Robbins
New York University Medical Center

Dr. Samuel Rosen
The Mount Sinai Hospital

Dr. Seymour Rosenblatt
The Mount Sinai Hospital

Dr. Leonard A. Rosenblum
Downstate Medical Center

Dr. Hubert L. Rosowoff
Albert Einstein College of Medicine

Dr. Arthur Rowe
New York Blood Center

Dr. Albert I. Rubin
New York Hospital-Cornell Medical Center

Dr. George D. Ruggieri
Cytogen Laboratories of Marine Sciences,
N.Y. Aquarium

Dr. Charles Ryder
Columbia-Presbyterian Medical Center

Dr. Bernard A. Sachs
Montefiore Hospital and Medical Center

Dr. Arthur Savitsky
Long Island Jewish Hospital

Dr. Philip N. Sawyer
Downstate Medical Center

Dr. Francis O. Schmitt
Massachusetts Institute of Technology

Dr. Arthur Shapiro
Downstate Medical Center

Dr. Paul Schrieman
Waldemar Medical Research Foundation

Dr. Joseph Shewlin
New Jersey College of Medicine and Dentistry

Dr. William A. Silverman
Columbia-Presbyterian Medical Center

Dr. Reuben K. Snyderman
Memorial Sloan-Kettering Cancer Center

Dr. Charles W. Socrades
Albert Einstein College of Medicine

Dr. A. Louis Southren
New York Medical College

Dr. Herbert Spiegel
Columbia-Presbyterian Medical Center

Dr. Stanley Sillar
St. Barnabas Hospital for Chronic Diseases

Dr. Alfred Sviracher
Downstate Medical Center

Dr. Leonard Taitz
Montefiore Hospital and Medical Center

Dr. Myron Tannenbaum
Columbia-Presbyterian Medical Center

Dr. Harold H. Tara
Columbia-Presbyterian Medical Center

Dr. Edward Tatum
Rockefeller University

Dr. Stanley Taub
New York Medical College

Dr. Harold L. Trigg
Brooklyn Medical Center

Dr. William Tunner
New York Hospital-Cornell Medical Center

Dr. Carlo Valenti
Downstate Medical Center

Dr. Lajos I. VonMiesky
St. Luke's Hospital Center

Dr. Allan B. Weinsgold
New York Medical College

Dr. John R. Whittier
Creedmore State Hospital

Dr. Gerald Wiessmann
New York University Medical Center

Dr. William F. Windle
New York University Medical Center

Dr. Ernest L. Wynder
Memorial Sloan-Kettering Cancer Center

Dr. Melvin D. Yahr
Columbia-Presbyterian Medical Center

Dr. Hans H. Zisser
Columbia-Presbyterian Medical Center

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Nov. 30, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 30	Total dollars week ended Nov. 30	1969 total minutes	1969 total dollars
	Week ended Nov. 30	Cume Jan. 1-Nov. 30	Week ended Nov. 30	Cume Jan. 1-Nov. 30	Week ended Nov. 30	Cume Jan. 1-Nov. 30				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 122.4	\$ 468.8	\$ 6,794.8	\$ 416.0	\$ 16,508.1	142	\$ 884.8	4,501	\$ 23,425.3
Monday-Friday 10 a.m.-6 p.m.	2,816.3	72,932.8	4,859.6	133,294.1	2,919.1	106,211.0	906	10,595.0	42,606	312,437.9
Saturday-Sunday Sign-on-6 p.m.	2,044.3	49,049.5	2,654.5	60,447.6	1,193.2	41,112.7	332	5,892.0	14,037	150,609.8
Monday-Saturday 5 p.m.-7:30 p.m.	641.2	16,025.1	1,375.6	33,751.6	871.8	31,109.1	107	2,888.6	4,493	80,885.8
Sunday 6 p.m.-7:30 p.m.	78.0	6,201.4	537.2	11,918.8	302.1	9,917.6	25	917.3	1,031	28,037.8
Monday-Sunday 7:30-11 p.m.	6,192.3	238,256.8	8,478.6	319,009.8	8,687.8	317,602.3	450	23,358.7	21,035	874,868.9
Monday-Sunday 11 p.m.-Sign-off	553.2	20,437.3	526.0	11,833.7	451.5	23,824.2	129	1,530.7	4,720	56,095.2
Total	\$12,325.3	\$403,025.3	\$18,900.3	\$577,050.4	\$14,841.5	\$546,285.0	2,091	\$46,767.1	92,423	\$ 1,526,360.7

committee members are publicizing a paper on the subject written by Thomas M. Martinez, director of Mexican-American seminars at Stanford University, which deals with a number of advertising campaigns it says create negative images of Mexicans or Mexican-Americans in the minds of the viewers and readers.

The Frito Bandito character, it says, "is a very effective prejudicial form of anti-location—effective in terms of making the out-group inferior and the in-group superior." It adds that Mexican-American children "are paying the price in loss of self-esteem for the Frito-Lay Corp. is a successful advertising attempt at product association."

But the company, located in Dallas, the home of many Mexican-Americans, rejects the charge its advertising character is destructive or regarded as such by the majority of Mexican-Americans. Bill R. Jones, national advertising manager, said last week that the company is satisfied as a result of continuing research that the character is not offensive to most Mexican Americans.

He said the latest research was a survey in July of Mexican-Americans in San Jose, Calif.; and Los Angeles; Tucson, Ariz.; Fort Worth and San Antonio. The results, he said, showed that 85% of those polled like the Frito Bandito character, 8% did not and the remainder had no opinion. The polling was done by O'Brien-Sherwood Associates, of Woodside, N. Y.

"Our position is that the facts we have indicate we are not offending a large group," Mr. Jones said. "We will continue to survey, and any time we find we're offending a substantial group of Mexican-Americans, we'll be the first

to take Frito Bandito off the air."

But the Frito Bandito campaign, prepared by Foote, Cone & Belding, has been very successful, he said. "And we don't want to rush head-long into something because somebody says we're tearing them up, especially when we have evidence that we're not."

It seems to be a case, he said, "of a vocal minority trying to impose its views on the majority of the people."

However, one station, NBC's KNBC (TV) Los Angeles, has dropped Frito Bandito commercials, reportedly as a result of complaints from members of the station's audience. The station stopped selling time for the spots early in October and began blacking out the ones carried on the network on Oct. 25.

Robert T. Howard, vice president and general manager of the station, said the decision was the result of comments he heard during meetings with community leaders over a period of months. Invariably, he said, he was made aware that the Frito Bandito character was regarded by Mexican-Americans as degrading to them.

"We have the largest Mexican-American population in the country located in Southern California," Mr. Howard said last week. "It's a major portion of our audience. This was the reason for our decision. We realized this was a mass feeling—it really was mass. We did it because the people that we've talked to, from all walks of life from teachers to educators to political figures, that represents the entire community, all seemed to feel the same way about it."

The Mexican-American Anti-Defamation Committee praised KNBC for its action, but declared it would be "merely

tokenism if the entire National Broadcasting Company does not follow this lead and ban these degrading commercials."

Research unit to offer Hollywood tourist data

MCA Inc. has established Action Research Centers Inc., offering market research, advertising testing and public opinion surveys to manufacturers, advertising agencies and media.

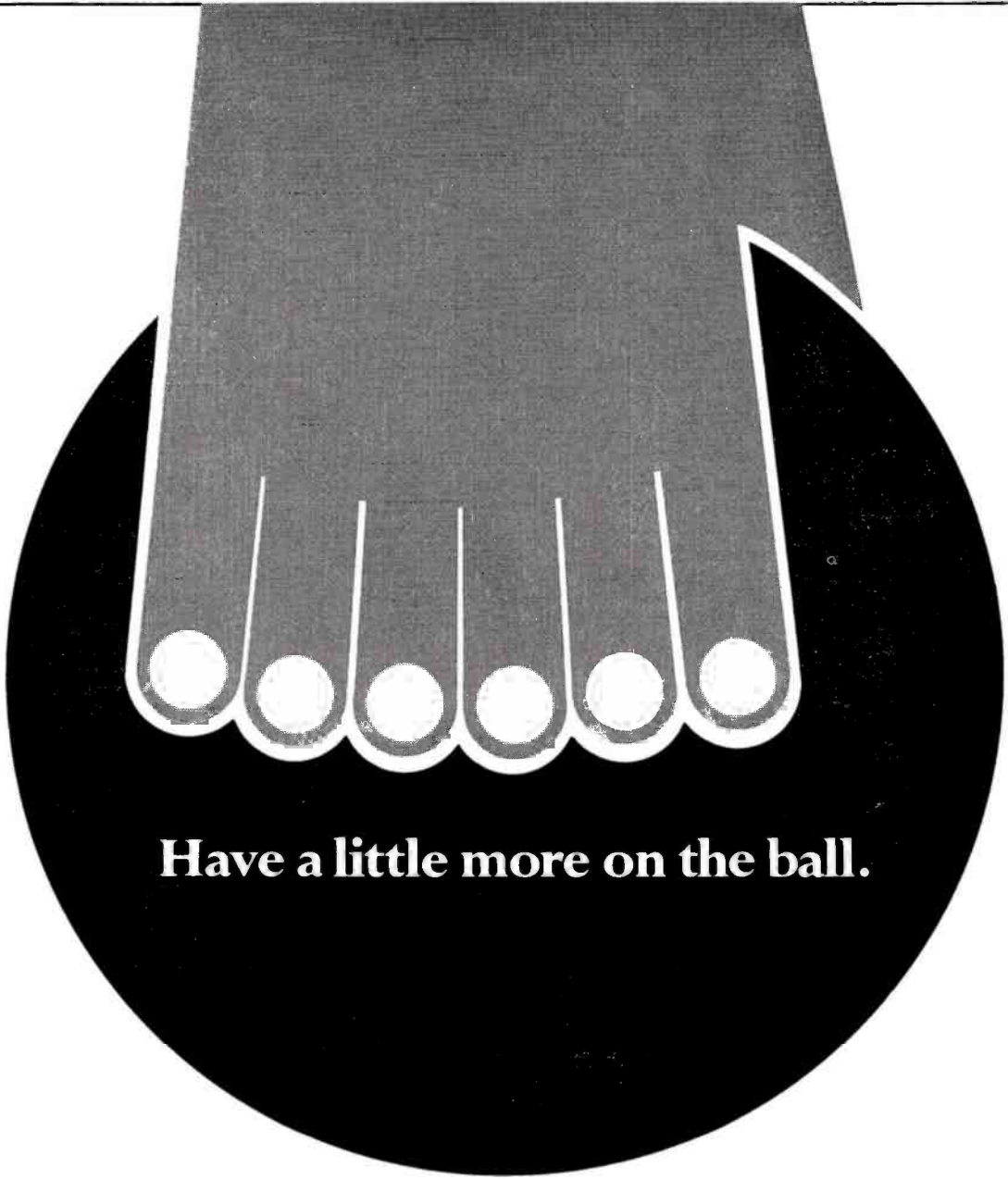
The new firm, with offices in Hollywood and New York, will conduct its research among annual tourists at Universal City Studios.

Action Research Centers Inc., will be an independent subsidiary of Universal Studios which is owned by MCA Inc. and will be headed by Eldon L. Spears, a former vice president of Ted Bates & Co. advertising agency, and a market researcher for Pillsbury Co. and Tidy House Products Co. Mr. Spears' New York office will handle the analysis of all Hollywood gathered research.

The California office will be headed by Carolyn Hersh, formerly with NBC and Eric Marder Associates.

Computer gets \$500,000 pact

Colgate-Palmolive Co., New York, has renewed its \$500,000 contract with Computer Field Express Inc., New York, the advertising-research information firm which tests all Colgate's advertising concepts and commercials before release. Use of Computer Field Express has allowed Colgate-Palmolive to consolidate testing of all its advertising, the bulk of which is TV.



Have a little more on the ball.

That's how we stay Number One in St. Louis sports reporting.

KSD-TV programs more sports than any other St. Louis station. More live events. More sports news. More rousing, action-packed opportunities to make more sales.



First in St. Louis



THE BROADCASTING SERVICE OF THE PULITZER PUBLISHING COMPANY

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

NAB cigarette code faces court test

American Brands wants NAB and networks stopped from putting new guidelines into effect

The National Association of Broadcasters and the three major networks were confronted last week with a court test in their efforts to implement new NAB code guidelines regarding "tar" content statements to be included in cigarette advertising.

The court suit was initiated by American Brands Inc., which contends implementation of the new guidelines, adopted Oct. 22, would bar code members from carrying the company's present advertising for Pall Mall Golds and Silva-Thins after Jan. 1, when the guidelines become effective.

American, in its suit filed in federal district court in Washington on Thursday, is seeking a temporary restraining order and a preliminary injunction enjoining NAB, ABC, CBS and NBC from using the new guidelines.

The company, which claims it would suffer substantial losses if its advertising for the two brands is barred, also asked the court to order the defendants to pay it three times the amount of any damages it may suffer as a result of their actions "in violation of the antitrust laws."

The Federal Trade Commission, on whose policy American said the new guidelines are based, is also named a defendant in the action. American asked the court to rule that the commission's policy statement was illegally adopted and that the commission has prejudged the issues in a complaint it has filed against American. American also asked the court to bar the commission from implementing its policy

and from taking further action on its complaint against American. It asked the court to order the commission to vacate the complaint.

The trade commission's policy is based on the complaint, which alleges that American has engaged in false, deceptive and misleading advertising in violation of the Federal Trade Commission Act principally by advertising that Pall Mall Gold 100's contain less "tar" than the best-selling filter king cigarette. American has denied the charge.

The suit had been expected by the NAB, and its television code board last week made clear it intended to stand firm. The board, meeting in Los Angeles, reaffirmed its decision adopting the new guidelines on "tar" content and health warnings.

The relief sought by the trade commission would require American to make two additions to its advertising copy for the two brands. One would require it to state the brand name of any cigarette to which American's brand was compared. The other would require it to state the "tar" content in milligrams in the smoke of the lowest- and highest-yield domestic cigarettes as reported by the commission on the basis of its laboratory tests. American objects to complying with either.

American said its present advertising conforms with the requirements for advertising statements concerning "tar" that the commission laid down in 1966 and with the present provisions of the NAB codes or cigarette guidelines. It said the Pall Mall Golds advertisements

state the "tar" content both of Pall Mall Golds and of the "best selling filter king" brand. And it noted that its advertisements for Silva-Thins state that those cigarettes are "lowest in 'tar' and nicotine of all 100's tested; lower than most kings"—statements, American said, that the FTC has conceded to be true.

American said the requirement that it name a competitor in its advertising runs counter to "accepted principles of advertising and would be in conflict with the NAB codes and . . . the established policy of the broadcast networks that advertisers should not refer in their advertisements to a brand name used by a competitor."

And it said that the requirement concerning the "tar" content of the lowest- and highest-yield cigarettes "is not necessary to prevent deception and would in itself tend to mislead and deceive consumers." American added that the FTC rules adopted in 1966 assert that factual statements of "tar" content that are based on accepted test results do not violate the Federal Trade Commission Act.

American said the FTC adopted its policy on Oct. 9, 10 days after it filed its complaint against the cigarette company, "without advance notice to American or to any other interested parties." And since the policy was expressed in the terms of the relief sought in the proceeding against it, American said, the commission has "unlawfully prejudged the merits of the principal substantive issues in the adjudicatory proceeding." American noted that no evidence has been taken in the case.

The NAB code guidelines involved in the suit assert that "comparative tar and nicotine content statements, if used, should be meaningful in terms of providing sufficient information to allow the broadcast audience to make an informed choice."

American said that on Nov. 1, after the FTC adopted its policy and the NAB its new guidelines, its advertising was cleared for broadcast by NAB code subscribers. But in mid-November, American said, FTC staffers contacted the NAB on "tar" and nicotine advertising and were given "assurances" that the NAB would put the FTC policy into effect.

Then, beginning on Dec. 3, American added, CBS, NBC and ABC informed it they would not carry ad-

Ross Roy spot buying speeded by GE computer

Ross Roy Inc., Detroit, has begun buying spot TV with the aid of a General Electric computer. The agency's GE-115 system, first put into full-scale operation this fall, utilizes American Research Bureau ratings and demographics, and availabilities and rates furnished by station reps.

The system, according to Ross Roy Media Vice President Joseph Karle, eliminates paperwork, speeds up the buying process, cuts costs, and allows the agency to function with at least half the media staff needed for conventional spot buying.

Ross Roy of New York, a totally owned subsidiary of the Detroit agen-

cy, has been a subscriber to Telmar Communications Corp. systems, which provides national media planning and analysis, for more than a year.



Checking a computer printout (l to r): Mr. Karle; Kai Friis, consultant for Ross Roy, and Ronald Post, associate media director at agency.

How to shake up the ocean without shaking up the fish.

For years and years men usually looked for undersea oil with dynamite.

That shook up the nearby fish.

"Wouldn't it be wonderful," engineers mused, "if we could invent something quieter than dynamite?" This would be a great improvement, they felt, for man and fish.

In 1967, one of our research affiliates finally did it.

They made a device called a Sleeve Exploder. A mixture of propane and oxygen is set off inside a rubber sleeve about three feet long. This inflates the sleeve like an instant balloon and produces a shock wave in the water that bounces off submarine rock layers and is recorded by seismic equipment.

Now the Sleeve Exploder is being used all over the world. Not merely because it's quieter. It's also faster, safer and cheaper than dynamite.

So now when we go hunting for oil, the fish hardly know we're there which makes both the fish and the fishermen happy.

We're glad, because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people (and fish).

Humble is doing something extra.

HUMBLE

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

vertising for Pall Mall Gold and Silva-Thins after Jan. 1 that did not conform with the FTC policy. It thus became "clear," American said, "that the amendment to NAB's guidelines was intended to implement in every detail the commission's policy of Oct. 9. . . ."

American noted that not only the networks but the NAB code member stations would be barred from accepting its advertising since it does not comply with the new guidelines. Such action by the NAB and the code members, American said, would constitute a combination and conspiracy in violation of the antitrust laws.

Pall Mall Golds and Silva-Thins are now heavily advertised. American said that in 1969 it spent more than \$14 million on television advertising for each brand. Sales of Pall Mall Gold, introduced in 1964, totaled \$83 million in 1968. The sales figure that year for Silva-Thins, which were introduced in 1967, was \$17 million.

Attorney asks fairness for recruiting spots

"Attention all men of draft age. What are you planning to do about the draft?" the announcer asks on a radio spot sent to many of the radio stations in the San Francisco Bay Area. "It is not generally known," the announcer continues, "but the Selective Service law does provide many deferments to which you may be entitled. If the Army is not your bag, and you feel you may be eligible for a deferment, do something about it now." A phone number is given by which free information from draft counselors and attorneys is said to be available.

Along with this spot went a letter, not only to radio stations in the area, but TV channels as well, to about 30 station general managers in all. The letter is signed by Donald A. Jelinek, an attorney from the Bay Area community of Berkeley, who writes that he is representing three organizations—San Francisco Women for Peace, the G.I. Association and The Resistance.

Mr. Jelinek claims in his letter that public-service announcements on behalf of various branches of the armed services for purposes of recruitment, broadcast free of charge on the radio and TV stations, do not indicate that participation in the armed services could lead to an individual's involvement in the Vietnam war or to his possible physical, mental and moral jeopardy. According to the letter, recruitment advertisements also do not indicate that there are deferments to military service available under present

RKO General seeks to join NAB code

Exceptions to standards asked for some TV stations to permit spot clusters

RKO General has applied for membership in the radio and television codes of the National Association of Broadcasters for all 14 of its U.S. radio stations and the two of its TV stations that are network affiliates. It is also seeking exceptions to the TV code's commercial time standards to permit its unaffiliated TV stations to join.

The moves were disclosed last week by Ross S. Taber, vice president for RKO radio, and Henry V. Greene Jr., vice president for RKO television, in an announcement that also said the company's WOR-TV New York and KHJ-TV Los Angeles, both independents, were considering "an experiment in clustering commercials to permit less frequent interruptions of motion-picture programing."

This experiment, Mr. Greene noted, would not be permitted under present code standards, although "it is the kind of experimentation we believe the code board must allow its members if broadcasting is to determine audience preferences on the most acceptable manner of commercial presentation."

He said the stations could make "a major contribution by testing the clustering concept and providing its findings" to the code board.

In an appearance before the TV code board at its meeting in Los Angeles last week, Chuck Dwyer, sales man-

ager of KHJ-TV, made a presentation on the need for more liberal time standards for independent stations than for network affiliates. The issue, which has been raised intermittently by independents over the years, will be considered by a subcommittee, code authorities reported.

Mr. Greene and Mr. Taber said the TV and radio stations have been operating under the RKO General broadcast code and that the primary motivation for joining the NAB code now was to contribute to industry unity for self-regulation and to demonstrate RKO's "firm conviction that American broadcasting must remain free and at the same time accept the responsibility that goes with that freedom."

The RKO radio stations are WOR-AM-FM New York, WGMS-AM-FM Bethesda, Md. (Washington), WHBQ-AM-FM Memphis, WRKO(AM) and WROR(FM) Boston, KFRC(AM) and KFMS(FM) San Francisco and KHJ-AM-FM Los Angeles. The TV stations seeking code membership are WNAC-TV Boston and WHBQ-TV Memphis, both affiliated with ABC-TV.

The company's unaffiliated U.S. TV stations are WHCT(TV) Hartford, Conn., and WOR-TV and KHJ-TV. RKO General also owns but is in the process of selling CKLW-AM-FM-TV Windsor, Ont. (Detroit).

The license renewal application for one of its stations, WNAC-TV, has been designated for comparative hearing with applications of two Boston groups seeking the channel 7 assignment (BROADCASTING, Dec. 8), and an FCC hearing examiner has proposed to deny its renewal application for KHJ-TV and to award the license for its channel 9 operation to a rival local group.

laws and regulations

Writing that there is much controversy today over whether or not military service is a mandatory duty, Mr. Jelinek charges that "by making free broadcast time available to the armed services for recruitment purposes, you have presented one side of a controversial issue of public importance." He goes on to contend that the fairness doctrine of the FCC requires a "reasonable opportunity to responsible groups to present the other side of that issue to the public at large."

The letter formally requests "reasonable opportunity" to the groups Mr. Jelinek represents, to give their side of the controversy.

Mr. Jelinek, in his letter, offers additional advertising copy, pretaped spots, and film spots to stations. He concludes by threatening to file a complaint with the FCC if a reply is not received

within 45 days.

The letter with a copy supposedly sent to the secretary of the FCC, was mailed out on Dec. 3. So far, Mr. Jelinek reported, he has received about a half-dozen responses—all saying "absolutely no". Even if some stations accept his request, Mr. Jelinek promises to file a complaint on Jan. 20 against those stations who have refused him.

New TVAR twins

Television Advertising Representatives Inc., New York, in a move to split responsibility and give more concentrated direction to its sales staff, has formed two sales groups. Len Tronic, group sales manager, TVAR, will head one group and report to Peter F. Yaman, vice president and Eastern sales manager, who heads the second group and the over-all New York sales operation.

What's a nice educational program like "Classroom 5" doing on a commercial station like this?

Every school day at 9:30 A.M., we telecast a half-hour live color educational program "Classroom 5", for junior and senior high school kids on our commercial television station, WHDH—TV. It's not an afterthought. We've produced educational programs in association with the Massachusetts Department of Education as part of our regular daily schedule since we signed on the air in November, 1957.

"Classroom 5" has twice won Ohio State University awards for excellence in educational television. And, of course, it is sustaining...telecast without commercials. But at the Herald-Traveler Corporation, we think it's good business. Good business to reach kids—to get them to think...to participate. To say we care.

"Classroom 5" is just one way. Student Government Day, the Repertory of Classical Drama, the Greater Bostonians, Careers Day Exposition are some of our other projects, all designed to turn great kids into great thinking kids.

That's what it's all about.

The Boston Herald-Traveler Corporation is doing something. 

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



Professor Marshall M. Goldman, Wellesley College, who conducts the economics series. "Making Cents."

**When
you buy
PHILADELPHIA
don't miss
the station
that's
NUMBER 1
OR
NUMBER 2
Monday-
Friday*
WCAU 121**

REPRESENTED BY
CBS RADIO SPOT SALES

*Based on Oct.-Nov. 1969 Hooper, subject to qualifications which WCAU will furnish

Code board stands fast on live models

But it's going to study attitudes on lingerie ads with eye toward possible relaxing of rules

A long-standing rule against the use of live models in lingerie advertising on television was reaffirmed, but with a hint it might be modified, last week by the Television Code Review Board of the National Association of Broadcasters.

John T. Murphy, president of Avco Broadcasting, presented the case for live models before the board at its meeting in Los Angeles. Mr. Murphy did not ask for specific action, but earlier he had declared Avco would no longer be bound by the board's rules (BROADCASTING, Oct. 13).

The review board agreed to study possible modification of the prohibition while asking Avco to withdraw commercials using live models for 60 days. A study is to be prepared by the code staff. This will include a survey of stations subscribing to the code to determine public attitudes on the live models.

Avco reported no live model commercials at present are being used on its stations. A spot series used on Avco's WLWT(TV) Cincinnati did make use of live models, but it has run its course and no other similar spots are scheduled. Still, Avco is reported to have a number of inquiries on the use of live models and is expected to continue to push for their acceptance.

The present practice of the code board requires that undergarments being advertised be displayed on mannequins or be exhibited using the ectoplasm technique by which the actual model's body is blacked out.

The code board's action came on the second day of the two-day meeting at the Sheraton-Universal hotel. Robert W. Ferguson, president and general manager of WTRF-TV Wheeling, W. Va., presided over the sessions which began Monday, Dec. 8.

The board reaffirmed two other code provisions: one against advertising of astrology, fortune telling, occultism, phrenology, palm reading, numerology and second that program elements involving astrology and similar subjects not be presented for the purpose of fostering belief in them.

The review board asked its staff to remind code subscribers that adult feature-film trailers should be reviewed in terms of local audience attitudes. And the board received a status report on pending legislation to ban cigarette advertising on radio and TV and approved its voluntary termination of broadcast advertising of cigarettes as of Jan. 1, 1971.

The board formed a subcommittee

for continuing review of commercial time standards. Members of the subcommittee are: Max Bice, KTNT-TV Tacoma, Wash., chairman; Thad M. Sandstrom, WIBW-TV Topeka, Kan.; Alfred R. Schneider, ABC, New York, and Mike Shapiro, WFAA-TV Dallas.

Frozen foods have their day—and night

Mrs. Paul's Kitchens Inc., Philadelphia, major manufacturer of frozen prepared seafood and vegetables, has purchased all of the network commercial time for one day—Jan. 13—in two NBC-TV participating programs, *Today Show* and *The Tonight Show Starring Johnny Carson*. Estimates are that the purchase—said by NBC to be the first of its kind by a food sponsor—cost the advertiser nearly \$200,000.

According to NBC, the programming of *Today* that day also will be different. The show will depart from its regular format to present a two-hour musical special starring Hugh Downs and Doc Severinsen. In addition to advertising its products individually, Mrs. Paul's Kitchens will run a special commercial that highlights frozen foods as "today's kind of foods for today's kind of living." J. M. Korn & Son, Philadelphia, is agency.

Business briefly:

Corning Glass Works, Corning, N.Y., through Rumrill-Hoyt, New York, will advertise its Counterange, cookware, tableware and other consumer products on an ABC-TV special, *Young Americans*, March 12, (9-10 p.m. EST).

Ford Motor Co., Detroit, through J. Walter Thompson Co., New York, will be sole sponsor of a series of Dan Rowan-Dick Martin specials on NBC-TV, starting with *Rowan and Martin Bite the Hand That Feeds Them* Wednesday, Jan. 14, 9-10 p.m. EST. The stars of the weekly *Rowan and Martin's Laugh-In* will spoof television in the special.

Additional sponsors have been signed for CBS-TV's seventh annual *CBS Golf Classic* series, to start Jan. 10 (4-5 p.m. EST). Besides Firestone and Hertz Rent-A-Car (BROADCASTING, Dec. 1), advertisers will include **American Airlines**, through Doyle Dane Bernbach; **Champion Spark Plug Co.**, through J. Walter Thompson; **ESB Inc.** (Exide batteries), through Howard H. Monk & Assoc.; and **International Harvester**, through Foote, Cone & Belding.

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.

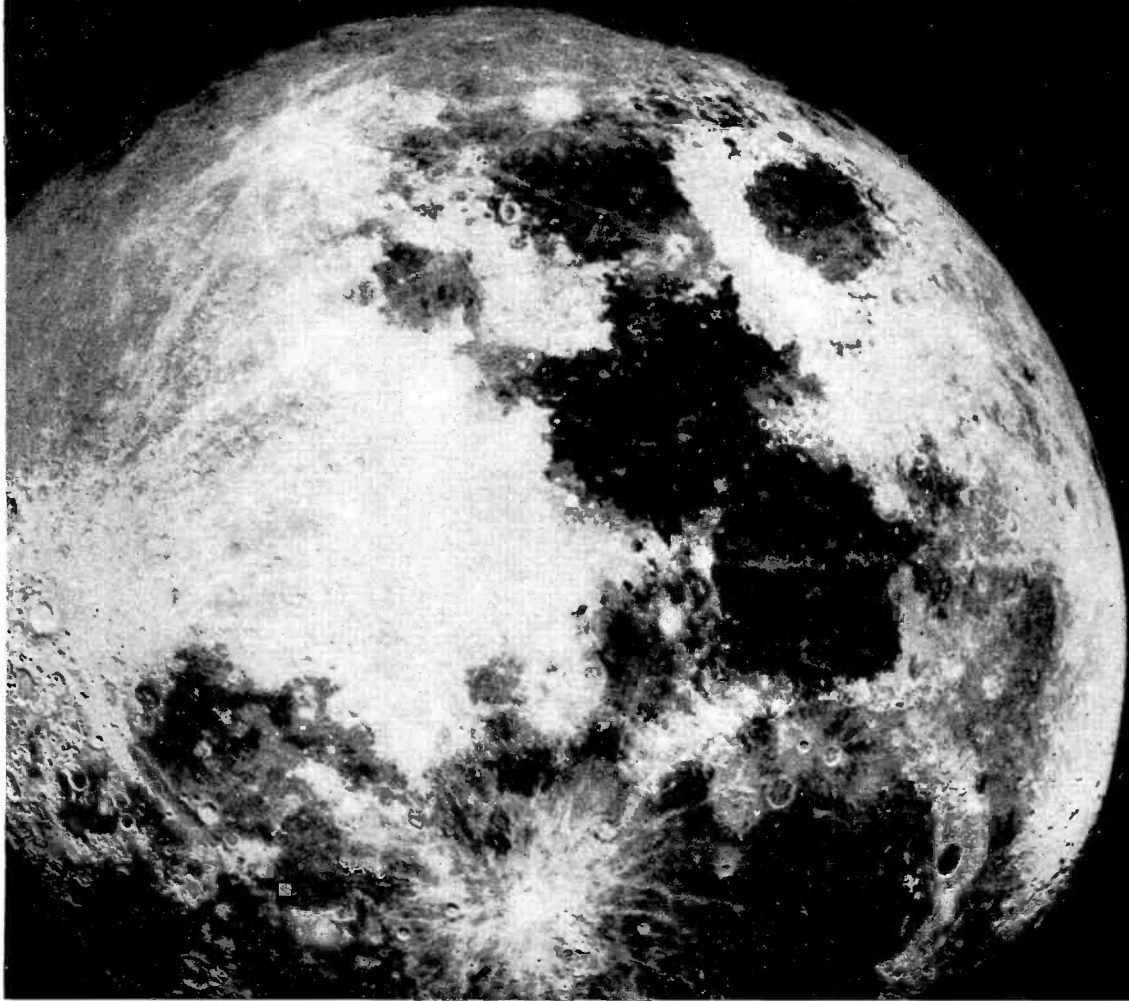
RCA Electronic Components | Harrison, N. J. | 07029



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.



Wasilewski stays on at NAB

After dropping hints of intention to quit he's given his first contract by association

Vincent T. Wasilewski, president of the National Association of Broadcasters who has been seriously considering the prospect of quitting ("Closed Circuit," Dec. 1), signed on for a firm two-year term last week at the urging of the executive committee of the NAB.

Mr. Wasilewski accepted the extended tour on the same terms he now has. The job pays \$65,000 a year plus \$10,000 in deferred compensation. The contract is subject to ratification by the full board.

Willard E. Walbridge, chairman of

the executive committee of NAB, said of the move: "We took the action in order both to recognize the outstanding job performed by Mr. Wasilewski as our president over the past years as well as to insure his continued tenure in the critical period for broadcasting in the next two years.

"In recent weeks there has been some public speculation that Mr. Wasilewski might seek to terminate his association with the NAB. This has created some confusion and uncertainty among our membership at a time when we are be-

set by many problems that require our full unity, strength and attention.

"With this action the executive committee puts an end to such speculation, firmly and gratefully endorses the record of splendid leadership that Mr. Wasilewski has given us, and urges the industry to unite behind the NAB as it seeks solutions to broadcasting's problems."

Although there had been agitation in some broadcaster circles for Mr. Wasilewski's replacement, the action of the executive committee appeared to indicate strong backing for the president. A succession of crises in broadcasting during the past year stirred dissatisfaction. The NAB-National Cable Television Association staff compromise on an accommodation with cable television was turned down by the NAB board (BROADCASTING, June 2). NAB's move for a phase-out of cigarette commercials was not met with wholehearted approval. Broadcasters continue to be nervous over such issues as license renewal and pay television.

Some organizational shifts within NAB, made by Mr. Wasilewski in recent months, are reported to have brought some dissidents into line.

Mr. Wasilewski joined NAB in 1949 following graduation with a law degree from the University of Illinois. He was named executive vice president in 1961 and succeeded LeRoy Collins to the presidency in 1965.

Gross gets FCC OK on WKBT(TV) purchase

Gross Telecasting Inc., Lansing, Mich., last week received FCC approval to purchase WKBT(TV) La Crosse, Wis., from WKBH Television Inc. for \$4.9 million.

Lee Enterprises, publisher and group broadcaster, owns 27.5% of WKBH Television; Harold Dahl, WKBT president-general manager, owns 21%, and W. T. Burgess (who votes the stock of Lee Enterprises), publisher of the *La Crosse Tribune*, owns 10%. The sellers own WKBH(AM) La Crosse.

Gross Telecasting, licensee of WJIM-AM-FM-TV Lansing, Mich., and holder of a CATV franchise for Lansing township, is controlled by Harold F. and Charlotte I. Gross, voting trustees of 49.55% of the voting stock under a trust established for the Gross family. Mr. Gross, who is president of Gross Telecasting, also owns an additional 1.48% in his own name and the remainder of the stock, with the exception of less than 1% held by Gross



Tricia Nixon, daughter of the President, was one of the main attractions last week when the Washington chapter of American Women in Radio and Television held its Christmas party at Walter Reed Army Medical Center for wounded Vietnam veterans. Some concern expressed by a few mothers early in the week was quickly dissipated when the White House announced Miss Nixon would only pick numbers for door

prizes, not hand out subscriptions to Playboy magazine as earlier reported. In addition to prizes AWRT gave the patients an hour-long show that included 20 Washington Redskin football players and six members of the Washington Senators baseball team. With Miss Nixon here is Timmi Pierce, president of the AWRT chapter and radio promotion manager for WRC-AM-FM-TV Washington.

GOOD THINGS COME IN PERSONALITY PACKAGES

Fred Hillegas
NEWS

Deacon Doubleday
FARM

Kay Russell
WOMEN

Floyd Ottoway
WSYR GANG

Ed Murphy
TIMEKEEPER

John Gray
MUSIC

Jerry Barsha
NEWS

Richard Hoffmann
BUSINESS NEWS

Joel Mareiniss
SPORTS

Charles Hobart
MUSIC

Alan Milair
MUSIC

WSYR
Syracuse

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.

NBC
in Central New York

WSYR

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



5 KW • SYRACUSE, N. Y. • 570 KC

family members, is publicly owned. Gross Telecasting stock is traded on the American Stock Exchange.

Vote on the WKBT sale was 6-to-0 with Commissioner Kenneth A. Cox abstaining. WKBT is a channel-8 CBS-TV affiliate with 316 kw visual.

Sale of WINA stations is approved by FCC

The sale of WINA-AM-FM Charlottesville, Va., from Donald G. Heyne and others to Laurence E. Richardson was approved last week by the FCC. However, the deal has not been consummated because the selling group has not yet indicated it will accept the condition the commission imposed on the grant.

The condition was the reduction of the \$409,600 sales price by \$55,000—an amount equal to expenses incurred by the licensee, Charlottesville Broadcasting Corp., in obtaining the construction permit for WINA-TV (ch. 29). The CP had been part of the deal, but neither the buyer nor the sellers wanted it, so the commission cancelled the CP when it approved the sale of WINA-AM-FM.

Charlottesville Broadcasting, which had held the CP since 1965, said it did not intend to construct and had been unable to find a buyer. Mr. Richardson,

former president of the Post-Newsweek Stations who is buying 95.8% of WINA-AM-FM, told the commission he did not want the CP but that the sales contract required him to pay for it. He said he also had been unable to find a buyer for it and intended to surrender the CP at the time of closing.

The vote was 6-to-1 with Commissioner Nicholas Johnson dissenting. The FCC also made the sale subject to the outcome of its one-to-a-customer rule-making proceeding.

Changing Hands

Announced:

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

▪ KHMO(AM) Hannibal, Mo.: Sold by Jerrell A. Shepherd and others to Don Dailey and others for \$600,000. Buyers own KGBX(AM) Springfield, Mo. KHMO is full time on 1070 kc with 5 kw day and 1 kw night. Broker: Hamilton Landis & Associates.

▪ WKHM-AM-FM Jackson, Mich.: Sold by Mrs. Nellie M. Knorr and others to Edward A. Wheeler and others for \$470,000. Mrs. Knorr controls Jackson Television Corp., permittee of WKHX-TV (ch. 18) Jackson. Mr. Wheeler has in-

terest in WEAW-AM-FM Evanston, Ill., and KMO(AM) Takoma, Wash. WKHM is full time on 970 kc with 1 kw; WKHM-FM is on 106.1 mc with 20 kw and antenna 180 feet above average terrain.

▪ WCNL(AM) Newport, N. H.: Sold by Chester C. Steadman Jr. to Sam Bronstein, Herbert Miller, Phillip La-Moy and James Fokas for \$90,000. Buyers own WOTW-AM-FM Nashua, N. H. WCNL is a daytimer on 1010 kc with 250 w. Broker: Hamilton-Landis & Associates.

▪ KYET(AM) Payette, Idaho: Sold by H. F. Matthews, H. A. Beal, Clinton H. Bellows, John Gatchell and Kim Henry to Richard L. and Ramona D. Swan for \$65,000. Mr. Swan is a salesman for KYET. KYET is full time on 1450 kc with 250 w.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 76).

▪ WKBT(TV) La Crosse, Wis.: Sold by Lee Enterprises and others to Gross Telecasting Inc. for \$4.9 million (see page 48).

▪ WJRJ-TV Atlanta: Sold by Jack M. Rice and others to Turner Communications Corp. in a stock transaction worth an estimated \$3 million (see page 51).

▪ WEBB(AM) Baltimore: Sold by Norman Fischer and others to James Brown and associates for \$700,000. Mr. Brown, a rhythm-and-blues singer, has controlling interest in WJBE(AM) Knoxville, Tenn., and WRDW(AM) Augusta, Ga. WEBB is a daytimer on 1360 kc with 5 kw.

▪ KBNO(FM) Houston: Sold by Jerry R. and Robert E. Daniel and others to Culligan Communications Corp. for \$360,000. Matthew J. Culligan is president of Culligan Communications, which owns WHIM-AM-FM Providence, R. I., the Westport (Conn.) Town Crier and KEIR(FM) Dallas (see KEIR below). KBNO(FM) is on 93.7 mc with 25 kw and an antenna 560 feet above average terrain.

▪ KEIR(FM) Dallas: Sold by William Robert Elkins to Culligan Communications Corp. for \$205,000. For interests of Culligan, see KBNO(FM) above. KEIR is on 102.9 mc with 9.7 kw and an antenna 200 feet above average terrain.

▪ WINA-AM-FM Charlottesville, Va.: Sold by Donald G. Heyne and others to Laurence E. Richardson for \$354,600 (see this page.)

▪ WDVH(AM) Gainesville, Fla.: Sold by Thomas R. Hanssen and Robert A. Vaughn to Raymond Danner and Larry

Outstanding Values in Radio-TV Properties

MAJOR MARKET ETHNIC \$425,000

Southeast. Daytime operation with long-established prime audience rating. Current year's gross over \$200,000 with \$60,000 cash flow. Owns real estate and new building. Non-broadcast owner wishes to liquidate interest and will negotiate terms with qualified buyer.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

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Jack V. Harvey
Joseph M. Strick
Frank Nowaczek
1725 K St. N.W.
333-9270

Hub Jackson
William B. Ryan
Eugene Carr
Wendell W. Doss
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Roy Rowan
Bank of America Bldg.
8465 Wilshire Blvd.
274-8151

69-86

Edwards for \$325,000. Mr. Danner is a Nashville businessman whose interests include a shopping center, a restaurant, a real estate business and a manufacturer of electronic systems. Mr. Edwards has 20% interest in KAAV(AM) Little Rock, Ark. WDVH is a daytimer on 980 kc with 5 kw.

▪ WDBL-AM-FM Springfield, Tenn.: Sold by Mrs. Hoyte Bell and William N. Locke to W. J. Webster Jr. for \$235,000. Mr. Webster owns WYFY-FM Columbia, Tenn. WDBL(AM) is a daytimer on 1590 kc with 1 kw; WDBL-FM is on 94.3 mc with 3 kw and an antenna 215 feet above average terrain.

▪ Wxox(AM) Bay City, Mich.: Sold by Patrick J. Trahan and others to Philip W. Agree and Edwin Schreiber for \$210,000. Sellers own WSTR-AM-FM and 80% of Michigan CATV Inc. both Sturgis, Mich. Mr. Agree owns a furniture manufacturing firm and has interest in a mechanical contracting company and a trailer park. Mr. Schreiber has interest in an investment company and an electrical supplies firm. Wxox is a daytimer on 1250 kc with 1 kw.

Turner, Rice merger gets FCC blessing

The merger of Atlanta-based broadcasters Turner Communications Corp. and Rice Broadcasting Co. was approved last week by the FCC. Through the transaction, valued at an estimated \$3 million, group-owner Turner has acquired its first TV station—Rice's WJRJ-TV Atlanta.

Turner President James Roddey said that about 1.2-million shares of Rice stock would be issued to Turner at the exchange rate of about three-and-a-half Rice shares for each Turner share. Rice will change its name to Turner Communications and the merger will result in the present Turner stockholders owning about 77% of the surviving corporation. The merged corporation will have about 1.6-million shares outstanding, he said.

Principals of publicly held Rice Broadcasting include Jack M. Rice, chairman of the board, and W. Robert McKinsey, president. R. E. Turner III, who controls Turner, will be chairman of the board of the merged corporation and own 48.2% of its stock; Mr. Rice will have 6.8% interest.

Turner owns WGoW(AM) Chattanooga and recently acquired WTMA-AM-FM Charleston, S.C., and WMBR(AM) Jacksonville, Fla., from Charles E. Smith in a deal aggregating about \$1.5 million (BROADCASTING, Dec. 8). Mr. Smith will own 7.7% of the new corporation.

In approving the transfer of control of WJRJ-TV by a unanimous vote, the commission waived its three-year hold-

ing rule since the Rice group was able to show that the channel-17 independent has had substantial losses since it went on the air in September 1967. For the nine months ended Sept. 30, Rice had a loss of \$303,399 or 84 cents per share on revenues of \$586,711. In 1968 it had a loss of \$287,381 or \$1.36 per share on revenues of \$262,810.

Capital Cities splits radio-TV, print divisions

Capital Cities Broadcasting Corp., New York, announced last week separation of its operations into a broadcast division and a publishing division.

Joseph P. Dougherty, who has been in charge of all radio and television stations operated by the company, was named president of Capital Cities Broadcast Division. Stations in the division are: WTEN-TV and WROW-AM-FM Albany, N.Y.; WPRO-AM-FM Providence, R.I.; WTVD(TV) Durham, N.C.; WPAT-AM-FM Paterson, N.J.; WKBW-AM-TV Buffalo, N. Y.; WJR-AM-FM Detroit; WSAZ-AM-TV Huntington, W. Va.; KPOL-AM-FM Los Angeles; and KTRK-TV Houston.

Heading the new Capital Cities Publishing Division as president will be Daniel B. Burke, who rose to executive vice president of Capital Cities after having served in executive posi-

tions with WTEN-TV and WJR-AM-FM. The division includes Pontiac Press Co. and Fairchild Publications which merged with Capital Cities in May 1968. The publications are: *Women's Wear Daily*, *Home Furnishings Daily*, *Daily News Record*, *Footwear*, *Supermarket News*, *Electronic News*, *Metalworking News* and *Men's Wear*.

Mr. Dougherty and Mr. Burke will continue to report to Thomas J. Murphy, president and chief executive officer, Capital Cities Broadcasting Corp.

WAPI-TV to become full-time NBC-TV

WAPI-TV Birmingham, Ala., and NBC-TV have signed an affiliation agreement. A formal announcement last week by the network and station said the VHF outlet (ch. 13) will become a full-time primary affiliate of NBC on May 31.

At present, and until the end of May, WAPI-TV programs both NBC and CBS-TV (about equally in all day parts). CBS officials said CBS-TV had no plans in the Birmingham market.

The new agreement by NBC and WAPI-TV was announced by Donald J. Mercer, NBC vice president, station relations, and E. R. Vadeboncoeur, president, Newhouse Broadcasting Corp., the station owner.

EXCLUSIVE LISTINGS!

SOUTHEAST—Dominant fulltimer in growth area rated No. 1 in a multi-station market. 1969 gross billings will exceed \$250,000. This is an "undeveloped" radio market with excellent potential for further growth. Cash Flow commands a price of \$600,000 cash.

Contact Cecil L. "Lud" Richards in our Washington office.

CALIFORNIA—FM station in single station market close to important metropolitan area. Completely equipped with new gear. Transmitter real estate is included. Owner willing to sell at his cost. Price \$75,000, terms available.

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FCC rests survey job with stations

New primer is intended to clear up differing interpretations of 'needs'

The FCC's new emphasis on requiring applicants for new stations or for license renewals to determine community needs should not be regarded as providing a new market for professional research firms. The commission wants the broadcasters to make the surveys themselves.

This is the message that broadcast industry representatives have taken away from discussions with commission officials in meetings that are being held to aid the commission in clarifying its requirements regarding broadcasters' ascertainment of community needs.

In the past year, several research-consultant firms, noting the commission's policy on ascertainment of needs, have begun offering their services in making such surveys (BROADCASTING, Oct. 3). But commission officials said last week that applicants cannot meet their requirements by relying on such services.

"The dialogue" must be between the licensee or his top aides on the one hand and community leaders and members of the public on the other, according to one commission official. "Thus, a professional survey alone would be inadequate." A professional survey could, however, be used to provide an applicant with background material or help him determine programming preferences.

But in that connection commission officials are making it clear the survey in which the commission is interested must be aimed at uncovering community problems which the broadcaster must then propose programming to meet. (However, the commission does not expect broadcasters to "solve" the problems, merely to alert the community to them.)

As a result, some industry representatives are said to have suggested that the question in the application form be rephrased to reflect this: Broadcasters and their attorneys have long assumed the survey was intended to uncover programming preferences.

The commission-industry meetings are being held at the request of the Federal Communications Bar Association, which has argued that different interpretations placed on the ascertainment-of-needs question by various elements within the commission — the commissioners themselves, the review board, and staff members—have caused considerable confusion among broadcasters and their attorneys.

The commission itself acknowledges confusion exists and a committee of staffers under the supervision of Com-

missioner Robert T. Bartley has drafted a question-and-answer primer aimed at clarifying matters.

The primer has served as the basis of separate meetings between commission officials with a committee of the bar association and with representatives of the National Association of Broadcasters (BROADCASTING, Dec. 8). The bar association group was working on the draft primer last week, making suggested editing changes and proposing new questions. It planned to submit its product to Commissioner Bartley on Friday (Dec. 12).

But while the informal procedures thus appeared to be yielding some progress, they also generated new charges by two representatives of citizens groups that the commission is exhibiting a "curious neutrality" in favor of broadcasters.

Albert Kramer, of the Citizens Communications Center, and William D. Wright, of Black Efforts for Soul in Television, first made the charge two weeks ago when they were turned away from Commissioner Bartley's meeting with the bar association committee. The commissioner, expressing a preference for small meetings, said he would meet



Within 36 hours of a sudden fire that destroyed \$100,000 worth of broadcast equipment Nov. 30, KDWB (AM) Minneapolis was back on the air. With the aid of a new transmitter and offers of assistance from neighboring stations in Minnesota and Wisconsin, KDWB expects to return to full normal operation by the end of the month. Assessing damaged gear are Victor Armstrong (l), president of KDWB and Bill Dorteiler, chief engineer.

with Mr. Kramer and Mr. Wright on Monday (Dec. 8) instead.

But last week they made the charge again, in a memorandum filed with the commission, after learning that the draft primer had been distributed to the communications attorneys. They said that Commissioner Bartley had not informed them the document was to be made available and that the commissioner, in meeting with Mr. Kramer on Monday, had not provided him with a copy even after he raised a question about it. Mr. Kramer said he obtained a copy on Wednesday after telephoning the commissioner's legal assistant, Philip Cross, and specifically requesting one.

Mr. Kramer and Mr. Wright assert that citizens groups should be permitted to attend meetings the commission has with industry representatives and be given an opportunity to respond to points they raise. And to "alleviate the effects of the earlier misrepresentations," they said, the commission should distribute copies of the draft primer as a public document, require Commissioner Bartley and the communications attorneys to submit written summaries of their meetings and permit community groups an opportunity to submit their views.

Commissioner Bartley said he had not given Mr. Kramer a copy of the draft primer because, he said, Mr. Kramer indicated he was not prepared to discuss the ascertainment-of-needs question in detail. Mr. Kramer "was primarily interested in the procedures we were following in working with separate groups," the commissioner said.

However, there is a possibility the commission will issue the draft primer for comment. Frank Fletcher, chairman of the special FCBA committee that has met with Commissioner Bartley, has urged such a step.

Commissioner Bartley, who is lukewarm to the suggestion, said he had "no objection" but that he doesn't want to hold up adoption of the primer "forever." He said the commission will make a decision on the proposal after approving the draft now being prepared. He expects to submit a completed document within the next two weeks.

\$1 million project begins at WIIC-TV

Ground has been broken for a \$1 million expansion and redevelopment program at WIIC-TV's studio-transmitter complex in Pittsburgh. Completion is expected next spring, according to Leonard A. Swanson, vice president-general manager of the Cox Broadcasting Corp. outlet.

Planned are enlarged news and public affairs, promotion and sales department facilities.

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Sports see no threat in pay TV

Commissioners Bowie Kuhn, Pete Rozelle testify they have no plans to move

The commissioners of professional baseball and football told the House Communications Subcommittee last week that pay television is not a strong threat to free broadcasts of sports events. Baseball Commissioner Bowie Kuhn and football czar Pete Rozelle expressed no particular opposition to pay TV in general, but both said their sports would suffer in the public's eye if they tried to move away from free TV.

Mr. Kuhn and Mr. Rozelle were included in the latest round of witnesses to testify on bills that would ban pay TV. The commissioners did not present prepared statements and did not profess extensive knowledge of the FCC order authorizing subscription service. They were simply invited by the subcommittee to answer questions on what is probably the thorniest issue facing pay-TV advocates—the question of whether sports would be "siphoned" away from free television.

Both said the commission had given free broadcasts adequate protection when it prohibited pay TV from broadcasting sports events that had appeared on free television in the previous two years. In effect, the FCC ban would mean that if the World Series or the Super Bowl were to be switched over to pay TV, they would have to be kept off the air entirely for two years as a prerequisite. As Mr. Kuhn said, in a calculated bit of understatement, "I would think that would present a severe obstacle."

Some of the subcommittee members have suggested that the ban should be extended to three or even five years, but Mr. Kuhn said a two-year prohibition would be equally effective.

Both commissioners said they knew of no plans to attempt a switch to pay TV. However, neither could give the subcommittee absolute assurance that such a thing would never happen. Mr. Kuhn noted that ultimate power over baseball's television arrangements rests not with the commissioner but with the sport's television committee, headed by John E. Fetzer, group broadcaster and president of the Detroit Tigers. Mr. Rozelle said that although he could foresee no reason why football owners would want to move into pay TV, it would be impossible to project what might happen a generation from now.

Mr. Rozelle said the National Football League had received an offer seven years ago to move its title game onto

closed-circuit television at a price five times greater than the sport was then pulling from free TV. The league rejected the offer, he said, primarily because of the fan reaction it would have aroused.

"Our attendance has quadrupled in the last decade," Mr. Rozelle said. "In my opinion, the main reason is the exposure we've received on commercial free television."

Mr. Rozelle also noted that a limited closed-circuit experiment in Chicago several years ago was unsuccessful. He said the sport's present television contracts prohibit closed-circuit broadcasts.

There were some expressions of concern about the rising costs of sports broadcasts, but neither commissioner anticipated drastic difficulty in negotiating new contracts when present ones expire. One source of concern to some subcommittee members, particularly with respect to football, was that the rights to the games might someday move to the Hughes Sports Network if the networks and the major sports failed to reach agreement, and that the sports network might then switch the primary attractions to pay TV. Mr. Rozelle found that an unlikely possibility.

The subcommittee, which so far has been cool to the idea of banning pay TV, is considering the possibility of enacting the FCC's pay-TV regulations into law as one way of giving them some teeth. The possibility of a move to toughen the restrictions on siphoning of free sports broadcasts also remains alive.

In other testimony last week:

Albert Sindlinger, president of the research firm Sindlinger & Co., said surveys conducted by his firm this year and in the past show that "only the affluent—about 12% of the American population—represent a reasonable market for pay TV. However, because of their wide-ranging social interests, once they have pay TV for a while . . . they continue to attend movies, concerts and sporting events—the very things shown on pay TV. This raises the question: Are the potential economic and social dangers of pay TV justified on the basis of satisfying the short-term desires of the affluent, while 88% of our Americans go unprotected?" The firm conducted its survey this year for the National Association of Theater Owners.

Solomon Sagall, president of Tele-globe Pay-TV System Inc.: He said the

most optimistic projections of pay TV's growth show that even after a decade, it will not compete on an equal basis with free TV, but will be a supplemental service. Mr. Sagall said "there is no precedent in the whole history of the American free-enterprise system" for the kind of roadblocks that have been thrown in the path of pay TV. He said the service should be given its chance in the marketplace.

Lester Lindow, president of the Association of Maximum Service Telecasters submitted a statement calling for a ban on pay TV but added that "STV is only part, and today the lesser part, of the pay-TV threat facing the American public"—the greater part being unregulated CATV development, he said.

AT&T is reluctant to accommodate CPB

Carrier says it can't put FCC rulings into effect until it gets CPB order

AT&T last week asked the FCC to reconsider its Nov. 7 order granting four of five declaratory rulings sought by the Corp. for Public Broadcasting. The rulings were requested by CPB to remove alleged uncertainty concerning free or reduced rate interconnection service for noncommercial educational broadcasting (BROADCASTING, Sept. 15, Nov. 10).

The rulings, AT&T told the commission, "are incapable of sound implementation until CPB has placed an order for regular interconnection service on reasonable, mutually acceptable conditions." AT&T is presently providing CPB interconnection service under a trial tariff, now set to expire Dec. 31.

CPB's first and fourth requests were for rulings providing that a lower priority for educational service in favor of commercial use "is contrary to the requirement of law that free or reduced rate interconnection service shall be comparable in all material respects with service furnished commercial users," and that such comparability should include where necessary "the equal allocation of facilities."

AT&T argued that until CPB places an order for "its firm requirements" it would be "impracticable" to provide it with regular service of a quality equivalent to that provided the commercial networks. The construction of a network on the most economically advantageous basis to CPB requires that the carrier know, prior to beginning construction, the full extent of the network needed, AT&T said.

Referring to a commission statement



Yes, This is our Film Producer

John Bailey, WZZM-TV's film production manager, is also a member of The Opera Association of Western Michigan.

As a member of the association's board of directors, he is representative of the area's young new breed who believe that opera can be dynamic and entertaining. He believes that it is time for all Americans to come into their musical maturity.

The challenging position is its own reward. John's contribution in music know-how, stage action and planning are a few reasons why this opera association is one of the country's most successful.

Stockholders, executives and employees of the WZZM stations believe in being close to West Michigan. As John says, "as we learn from our heritage in the arts, so do we learn about ourselves in today's popular art forms: TV and films. It's this communication, with art and artists—the message—that helps me relate more strongly to The West Michigan community."

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.

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that until adequate facilities for CPB are available carriers should allocate lines on an equal time-shared bases between public and commercial users, AT&T said such an arrangement would cause "a degradation of service to commercial users." The company added that the "complex question" of facilities allocation could best be resolved in meetings between CPB and commercial users, under the commission's auspices.

AT&T said it "does not disagree" that "all costs, including the cost of new construction . . . shall be included in the carriers' total interstate rate base and operating expenses," the gist of CPB's second request. But AT&T said the matter of appropriate charges for interconnection service to CPB is "an entirely different question" from that of what costs are included in the carriers' interstate base and operating expenses.

Noting the apparent position of CPB that it should receive service, AT&T said that such service is not required by the Public Broadcasting Act and would not be in the public interest. AT&T maintained that free service would present the danger of "uneconomic or extravagant" use of communications facilities, placing a burden on the nation's communications resources.

The last ruling granted by the commission called for carriers to "proceed expeditiously to equip themselves with the facilities necessary" to provide CPB interconnection service. Again, AT&T said it would be "imprudent" to expend substantial sums on new construction in attempting to anticipate CPB's needs when no firm order for service exists. The company asked that the questions of construction and appropriate charges also be resolved in informal proceedings between it and CPB, with the commission participating.

Examiner would give WCFV short renewal

FCC Hearing Examiner Herbert Sharfman proposed a probationary one year license renewal for WCFV(AM) Clifton Forge, Va., in an initial decision released last week. The license renewal application was designated for hearing on numerous issues including questions of fraudulent billing practices, technical violations, misrepresentations in commission correspondence and an alleged lottery announcement.

The examiner found the fault of the violations resting with two principal stockholders of the licensee corporation—Image Radio Inc.—who are no longer with Image. He said the other principals were at fault only for their lack of interest in the station's operations.

Renewal applications of WCFV and Impact Radio Inc.'s WPXI(AM) Roanoke, Va., had been designated for con-

FCC rejects petition against RKO renewals

A request that the FCC's Broadcast Bureau reconsider its grant of license renewals to RKO General Inc. for WGMS(AM) Bethesda, Md., and WGMS-FM Washington, was denied by the bureau last week. The bureau granted the renewals under delegated authority Sept. 30.

The request was filed by Pikes Peak Broadcasting Co., which asked that the renewals be referred to the commission for action and be set for hearing to determine whether RKO has the " requisite character qualifications" to be a licensee, because of actions involving an RKO CATV operation.

Pikes Peak, licensee of KRDO-TV Colorado Springs, alleged that Vumore Video—a Colorado CATV system controlled by RKO—"intimidated" and "harassed" Pikes Peak and its president after Pikes Peak opposed Vumore's proposed expansion of its CATV service in Colorado.

Vumore got commission approval to carry the programing of Denver net-

work-affiliated stations to its subscribers in Colorado Springs; the commission denied a petition for relief filed by Pikes Peak. A subsequent proposal by Vumore to extend service to outlying areas of Colorado Springs was also opposed by Pikes Peak. The commission is considering Pikes Peak's request that a hearing be held on the proposal.

A specific example of the alleged harassment charged by Pikes Peak was the purchase of stock by a Vumore executive in a bank which Pikes Peak's president is president. The executive, Pikes Peak charged, then initiated a stockholder's suit against the bank and its principals.

In rejecting a Pikes Peak request for reconsideration, the bureau said the filing reflected "a disregard for the commission's rules pertaining to the orderly processing of applications for license renewal." The bureau pointed out that Pikes Peak's brief was filed Oct. 20, while the cut-off date for petitions to deny the renewals was Sept. 1.

"A renewal hearing on the WGMS and WGMS-FM applications would be the improper forum for litigation of this matter," the bureau concluded.

solidated hearing on issues of common-stock ownership. Impact was adjudged bankrupt, a trustee was appointed, and the trustee filed a reconsideration petition asking that Impact's license be renewed without hearing. The commission granted the trustee's petition and approved assignment of WPXI's license to T and H Broadcasting Inc.

Stockholders in both Image and Impact included Buford D. Epperson, former president of both firms, Charles F. Barry Jr., secretary-treasurer of Impact and chairman of the board of Image, and others. Mr. Epperson has since been removed from his directorship, the commission said, and Mr. Barry surrendered his stock in Image to the corporation.

However, the commission inspected WCFV on April 7, 1966, and Nov. 9, 1967, and reported it in violation of a number of rules. Along with the hearing issues previously cited were questions of alleged misrepresentations in applications, ownership reports, and balance sheets; alleged misrepresentations of station policy on commercial time standards, and whether a spot announcement describing a cash-prize contest broadcast Nov. 9, 1967, constituted a lottery.

Examiner Sharfman said Image conceded on all issues that the alleged violations had occurred except the lottery question. He concluded that although there is no doubt that WCFV, under Mr. Epperson, exceeded its promised commercial time limitation, engaged in dou-

ble billing, violated technical standards and broadcast at least a dubious prize announcement, the only fault of the remaining stockholders was their complacency as principals.

Two in radio-TV given fellowships

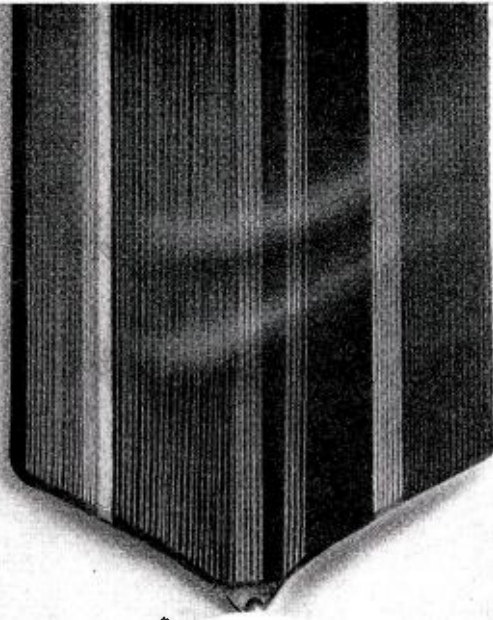
Two broadcast newsmen were among the 20 persons receiving spring 1970 fellowships last week from the Washington Journalism Center.

The broadcasters are John J. Cochran Jr., a reporter with wsoc-TV Charlotte, N.C., and William E. Walch, a reporter for wDAY-AM-FM Fargo, N.D.

The fellows, ranging in age from 21 to 30, will spend 16 weeks in Washington beginning Feb. 2, 1970, and will receive \$2,000 for living expenses. They will attend seminars with government officials, congressmen and Washington reporters and editors, as well as work on reporting projects or work as interns with news organizations.

The Washington Journalism Center is a privately-sponsored nonprofit educational institution which awards fellowships twice a year to persons who have had professional experience in the media and to young Negroes interested in a journalism career. Theodore F. Koop, vice president of CBS, is on its admissions committee.

The deadline for applications for fall 1970 fellowships, which begin Sept. 8, 1970, is April 1.



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N.H. CATV to carry WKBG-TV

Restricted waiver termed 'minimal' impact to U's in Manchester market

In a ruling involving the complex interplay of CATV and UHF market interests, the FCC last week permitted New England Video—a 12-channel system serving Keene, Marlboro and North Swanzey, all New Hampshire—to carry the distant signal of UHF station WKBG-TV Boston. The authorization was limited to those periods when WXPOTV Manchester, N.H., another UHF, is not providing programming and was also conditioned upon the system's providing program exclusivity to WMUR-TV, the ABC affiliate in Manchester.

Its action, the commission said, would bring additional diversified programming to New England Video's subscribers, "yet will still be consistent with our tentative view . . . that, in the absence of retransmission consent, the importation of more than one distant independent signal into a smaller market area is not desirable." Action on the system's request for full-time carriage of WKBG-TV's signals was deferred.

Springfield Television Broadcasting Corp., licensee of WRLP(TV) Keene, N.H.-Brattleboro, Vt.-Greenfield, Mass., opposed New England Video's request for carriage authorization. Springfield contended that carriage of the Boston UHF station would subject other UHF stations (particularly WXPOTV) to serious and adverse economic impact, impede development of new UHF service, and fractionalize the market. Springfield also claimed that carriage of WKBG-TV would violate the no-leapfrogging provision of the commission's proposed CATV rules since Springfield's WJZB-TV Worcester, Mass., is a closer independent station and WXPOTV holds a CP (the station is now opera-

tional).

New England Video replied that no leapfrogging was involved since WJZB-TV is a satellite of Springfield's WWLP(TV) Springfield-Hartford, Mass., and since WXPOTV was [at the time] not operational. It added that its carriage of WKBG-TV would serve to equalize competition between that station and Boston VHF stations whose signals are local to the CATV communities.

The commission, in granting New England Video a restricted waiver, noted that when its request was filed, the proposed service was consistent with its proposed CATV rules; that is, the system was carrying no independent TV service and WKBG-TV was the closest operational independent station. The commission also noted that WJZB-TV, as a satellite of WWLP(TV), cannot be considered an independent station within the meaning of proposed leapfrogging rules, and that WRLP(TV), another WWLP(TV) satellite, is already carried by the system.

The commission observed that carriage of WJZB-TV would not serve the purpose of its proposed rule which, to promote additional program diversity, permits carriage of one distant independent signal in smaller market areas without retransmission consent.

Since New England's carriage request was filed, the commission pointed out, WXPOTV has become operational, providing predicted grade B service over at least one of the affected CATV communities; thus, an unrestricted grant to New England Video would involve both leapfrogging and carriage of more than one distant signal.

But because of the system's distance from the center of the Manchester television market and the limited carriage presently being authorized the FCC added, the possibility of substantial adverse impact on service to the public is "minimal." Vote on the action was 7-0.

Media notes:

Editing house opens ■ Forum III Films Inc., established by Hy Goldman, Sam

Ornstein and Cal Schultz to provide film editing services for advertising agency clients, has opened at 120 West 44th Street, New York. The company also plans to expand into editing functions for film production companies.

New Contemporary affiliate ■ WKY(AM) Oklahoma City will join the American Contemporary Radio Network (Dec. 22). The network now has affiliations in Oklahoma City for all four of its network services. Others there: KPOK(AM)-Information; KJEM-Entertainment and KXLS(FM)-FM.

New NBC affiliate ■ WHAG-TV Hagerstown, Md., a new UHF, will become an NBC-TV affiliate Dec. 17. Operating on ch. 25, with 725 kw visual, the station is owned by Regional Broadcasting Co. J. S. Moler is general manager.

Renewals with fine proposed in Texas

FCC Hearing Examiner Charles J. Frederick has proposed renewal of the licenses of KMAC(AM) and KISS-FM San Antonio, Tex. The initial decision released last week also recommended a fine of \$2,000 for "retributive reasons and to assure a stricter compliance and a more diligent and less casual attitude of the licensee in the future."

The hearing was designated to determine the nature and extent of the violations, including alleged failure to make and log equipment performance measurements, technical and character qualifications of the licensee, misrepresentations of fact, failure to disclose information and lack of candor concerning alleged employment of a consulting engineer.


Examiner Frederick found that Howard M. Davis, sole owner of the stations, had been honest and candid in his dealings with the commission, but that Mr. Davis "should have taken a more affirmative and resourceful stance rather than depending on others to correct his [stations'] problems."

NY Democrat backs free political time

New York State Democratic Party Chairman John J. Burns, in an appearance last week on Teleprompter cable TV's *Government In Action*, called for free and equal prime time for major candidates and limitations on the amount of time they can buy. He also protested present laws governing political contributions and the effects of pre-election polls.

Citing a recent New York mayoralty poll printed in the *Daily News* which suggested Mayor John Lindsay was 20% ahead of the Democratic candidate, Mario Procaccino, Mr. Burns said such poll predictions cause contributors to back down and field workers to lose

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enthusiasm for the "losing" candidate.

The half-hour program was carried on Teleprompter's channel 8 in New York Monday through Friday at 6 p.m. EST last week.

ANPA sees no threat to same cable services

Cable television's ability to deliver a "newspaper in the home" does not herald the demise of the regular daily newspaper; CATV will provide a specialized home news service that will be, according to the American Newspaper Publishers Association, "merely an adjunct to the daily newspaper, one of several such supplementary services that will enhance the reader's understanding of his world."

This ANPA position was made known in the Dec. 2 issue of the association's Research Institute *Bulletin*, which was completely devoted to a study of CATV and written by Jules S. Tewlow, director of special projects.

Mr. Tewlow said that in 1969 cable TV's expansion has been "stalled" due to restrictive FCC regulations.

But, he added: "It appears now that the significant questions raised by this embattled medium most likely will be resolved in the short term on the basis of dollar-and-cents expediency." And, he concluded, in the long view the future of CATV will be decided not only in Congress and the FCC "but also in the market place. . . ."

Radio's influence on masses

Impact of Negro-programed radio stations among blacks today is highlighted in a new media exposure study by Creative Research Associates, Chicago, for WGRT(AM) there. Conducted by black interviewers at supermarkets in Negro neighborhoods in September, the survey found that almost half of those interviewed had not read a newspaper in the previous 24 hours. However more than half had listened to WGRT or its competitor, WVON(AM), and each station reached more than one third on a daily basis.

ACTS wants ruling on leapfrogging waiver

The All-Channel Television Society last week asked the FCC to issue a declaratory ruling clarifying the intent and purpose of its anti-leapfrogging rule and criteria used to waive the rule.

The rule provides that no CATV system operating outside of the specified zones of all TV stations shall carry the signal of any station beyond the station's predicted grade B contour, unless the system is carrying the signals of all stations in the same class operat-

ing in communities closer to the system.

The UHF association asked that the commission make clear that in considering waiver requests, it will consider irrelevant the availability of microwave systems capable of providing "leapfrogging" signals to CATV systems.

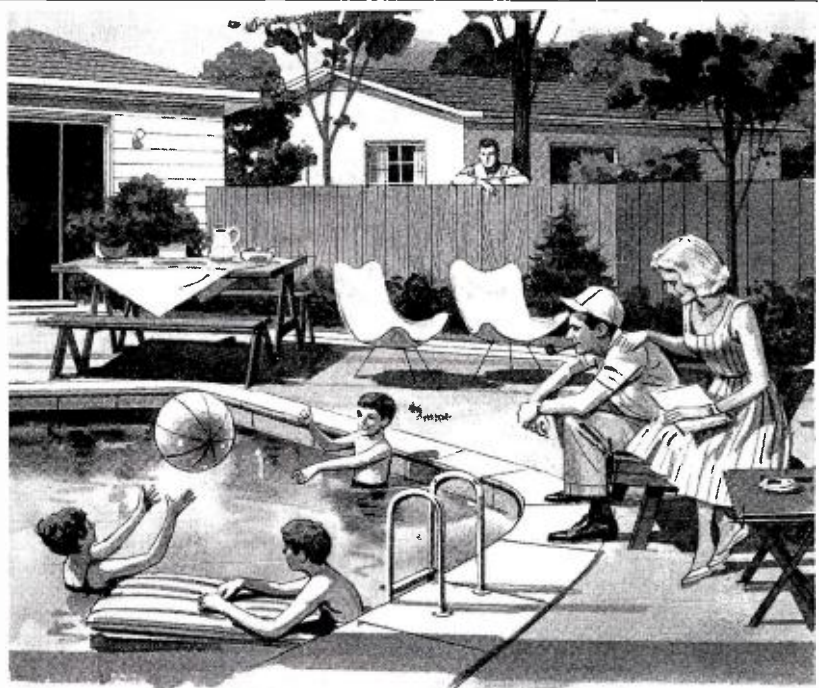
In the absence of such a position, ACTS said, microwave services would act in their own economic interests rather than the public interest, with larger cities being connected and smaller communities being bypassed.

As more and more microwave systems are built, ACTS said, more "leapfrogging" signals will become available to cable systems. ACTS argued that the

commission's present criterion in granting waivers in leapfrogging cases—a common community of interest between the local community and the community of the more distant signal—should not be superceded by the technical availability of a more distant signal.

NAB seminar held

A week-long management development seminar, sponsored by the National Association of Broadcasters, was attended by 52 broadcast engineers last week. The seminar was held at Purdue University.



Leaders follow WJEF & the Joneses try to keep up with them.

Today's WJEF-listening family is setting a fast pace.

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WJTV / CASSELLAC TRAVERSE CITY
WJMM-TV SAGLE STE. MARIE
KOLN-TV LINCOLN, MICHIGAN
WJSM-TV GRAND ISLAND, NEB
KMER-TV SIOUX CITY, IOWA

WJEF

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A split over EIA's activities

Wayman resigns as division vice president after promoting separate set-makers' group

A difference of opinion on the formation of a separate trade association to represent TV and radio set manufacturers came to a head last week at the Electronic Industries Association and resulted in—

- The resignation of N. Jack Wayman as vice president, consumer electronics division.

- The assumption by George D. Butler, president of EIA, of additional responsibility for managing the division until a successor to Mr. Wayman is chosen.

Mr. Wayman became head of the consumer products division in 1963 and was made a vice president of the trade association in 1966.

EIA sources were understandably re-

luctant to talk for publication, but it's understood that Mr. Wayman's activities in promoting the idea of a separate receiver manufacturers association became the subject of a confrontation with Mr. Butler last Monday (Dec. 4), at which time Mr. Butler suggested that Mr. Wayman cease his activities or submit his resignation from the association.

Mr. Wayman could not be reached for comment last week.

Mr. Butler said that he had called a special meeting of the executive committee of the consumer products division, scheduled to take place in Chicago yesterday (Dec. 14). There are 27 companies that are members of this EIA division, with Charles N. Hoff-

man, Admiral, as chairman, and George H. Fezell, Magnavox, as vice president.

Safety group demands tougher TV fire curbs

The National Commission on Product Safety says proposals for fire-proofing sets don't go far enough.

The safety commission reported today (Dec. 15) that a review of the proposed standards submitted by the industry last month needed strengthening, particularly relating to fire hazard tests for flyback transformers, capacitors and yokes. These three areas, the commission said, are especially fire-

Engineering delegates told to communicate

Professor warns purpose of professional societies is challenged by techniques

The growing sophistication of scientific knowledge in electronics—and particularly the glut of it—are challenging the basic purpose of the professional societies: to provide rapid intercommunication of such knowledge among members.

This was the warning sounded in Chicago last week before 18,000 engineering delegates at the 25th annual National Electronics Conference by Dr. F. Karl Willenbrock, president, Institute of Electrical and Electronics Engineers Inc., and provost, faculty of engineering and applied sciences, State University of New York at Buffalo. New advances in color TV engineering applications are but a small part of the technology today, it was indicated.

"If the professional societies do not develop the techniques to do the job other organizations will," Doctor Willenbrock said, citing the rise of private industry and government information systems which employ new non-print media techniques, including various

audio-visual devices, to speed up the knowledge distribution function.

Technical exhibits and papers at this year's NEC showed the continuing diffusion of electronics technology into industry, medicine, computers etc., while the more traditional communications fields expand deeper into such areas as satellites and space communication. Manufacturers from Japan, Britain and Germany shared exhibit space with U.S. firms.

NEC presented its outstanding technical paper award for 1969 to John L. Rennick, Zenith Radio Corp. division chief of advance development in color television. Mr. Rennick's paper, "An Integrated Circuit Approach to the Subcarrier Regeneration Problem." Explained a new application of an integrated circuit which uses a monolithic chip only one-sixteenth of an inch square to perform its complex functions.

The 1969 Vladimir K. Zworykin award for broad technical contributions to the electronics and optics of television was presented to Dr. Otto H. Schade Sr. Dr. Schade is a consultant to RCA.

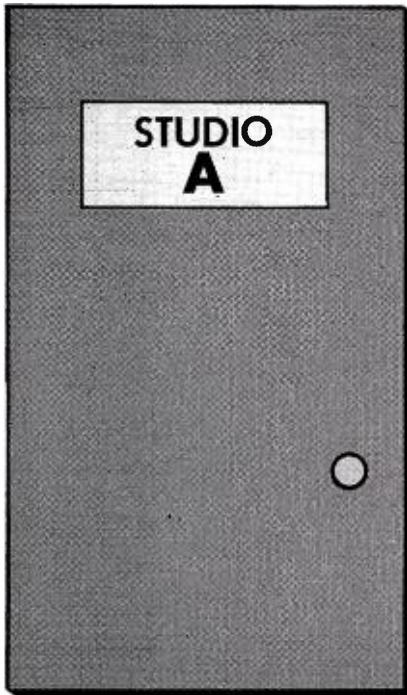
The difficulties of X-ray radiation measurements in quality control for color TV tube manufacturing were explored in a paper by G. E. Anderson, R. A. Tell and H. D. Youmans of the U.S. Health, Education and Welfare's

Consumer Protection and Environmental Health Service. They presented picture tube glass and resin attenuation charts and tables to aid testing procedures.

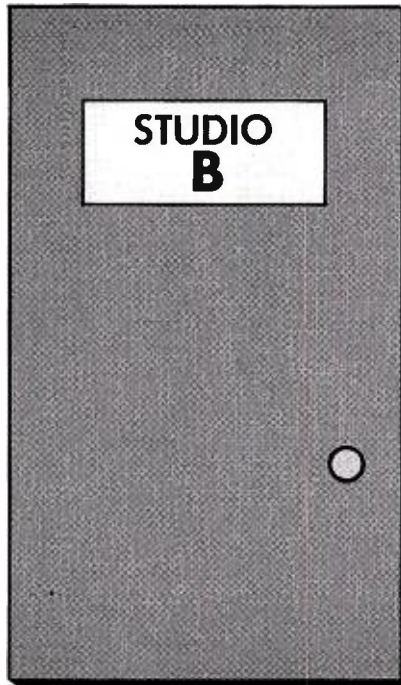


National Electronics Conference's award for the outstanding technical paper for 1969 is presented by William Uelsmann (l) of Zenith Radio Corp. to Zenith's chief of advance development in color television, John L. Rennick (r). Mr. Rennick's award made at the Chicago conference last week was for a paper titled "An Integrated Circuit Approach to the Subcarrier Regeneration Problem."

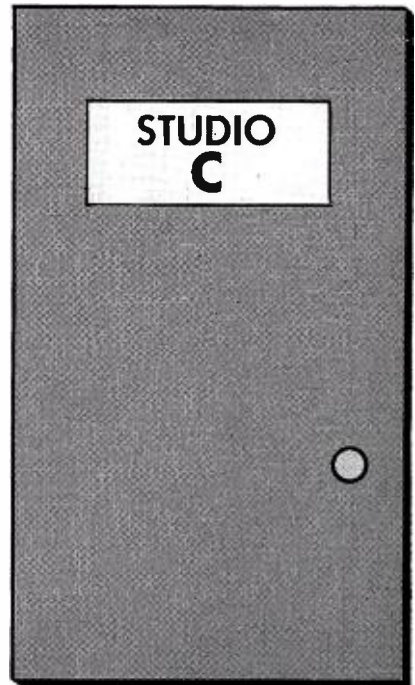
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These are some of the objectives WNBC in Boston set out to accomplish with their "Advertisers' Guide To Television", a booklet prepared especially for local prospects who weren't in TV or weren't completely sold. The booklet showed impressive ARB statistics on the number of television homes, multiple and color sets, the number of hours people spend viewing television every day. Also included was a glossary of research terms and a description of how the research can be used to select the best audience for an advertiser's product. Selling the mass appeal of television and the potential for selectivity works even on a local level. Maybe the new advertiser starts with a low-production-cost ID saturation schedule . . . but getting him started is more than half the battle. Another innovative use of ARB audience data.



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A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION
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prone and require the elimination of all flammable components. The proposals were renewed by an independent engineering firm.

The consulting firm said, according to the commission, that components used in the construction of TV sets in all instances should be flame-proof or self-extinguishing, including magnet wire insulation, plastic parts and high voltage lead wire. It indicated that increased costs would be minimal.

The fire danger in TV sets came to a head last October when the safety commission announced that it had found a sharp incidence of fires in color TV sets. After a meeting with TV set manufacturers, the industry submitted standards which were the subject of analysis by the commission's consulting firm.

The commission called on the industry to explore means of safeguarding existing sets to minimize fire hazards in sets already in use. It also asked for a time schedule for putting the revised safety standards into effect, expressing the hope that they will be imposed as soon as possible.

CBS scientist develops a new 3-D technique

Dr. Dennis Gabor, staff scientist for CBS Laboratories, Stamford, Conn., a division of CBS Inc., has patented a method of projecting three-dimensional movies that can be seen without special glasses.

The method uses holographic techniques and lasers to project life-like movies in 3-D onto a curved viewing screen in color or black-and-white. The screen is coated with a photosensitive material and is made in a hollow curve to reflect to all parts of the theater. Result: a theater-in-the-round effect.

A hologram is a three-dimensional picture of an object produced on film by lensless photography. Dr. Gabor, recognized as the "father of holography," discovered the principle in 1948.

Slowdown is foreseen in set production

U. S. production of home entertainment products will grow from \$3.2 billion in 1968 only to \$3.6 billion in 1972, an economic research firm has predicted.

The slowdown in home entertainment electronics production in the nation, Quantum Science Corp., New York, says, is due to the growing shift of production to foreign facilities.

But, the firm forecasts in its newly released 1968-1972 MAPTEK report, total U.S. electronic equipment production, components and materials will reach \$52.7 billion in 1972—an annual

growth of 7.1% from the 1968 volume of \$40 billion. The electronic equipment market will move from \$31.7 billion in 1968 to \$42.1 billion in 1972, an annual growth rate of 7.4%. Quantum Science also foresees commercial electronic-equipment markets growing from \$19.5 billion in 1968 to \$29.0 billion at an annual rate of 10.4%. It also sees an annual growth rate of 10.5% in the educational-equipment market. And the firm also views a 16% rate in the computer equipment production and an 11% growth rate over-all in the communications-equipment market.

AMST cites FCC data on call-box interference

The Association of Maximum Service Telecasters said last week that its inspection of data compiled by the FCC's technical staff confirms its position that the licensing of police and fire emergency-radio call boxes in the 72-76 mc band would interfere with the reception of TV channels 4 and 5.

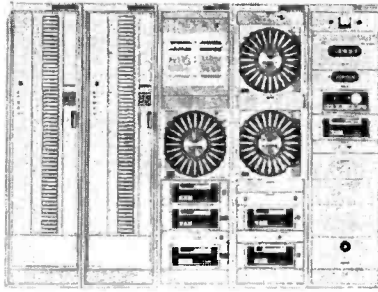
AMST invoked the Freedom of Information Act in formally requesting access to the data, after charging that previous requests to inspect the material were refused, deferred or met with the request that they be put in writing (BROADCASTING, Oct. 13). The FCC's executive director said the materials were intraoffice memoranda not routinely available for inspection, but furnished them to AMST to serve "the public interest" (BROADCASTING, Nov. 10).

AMST said laboratory tests conducted by the commission's staff confirm the likelihood of interference from radio call operations to reception of channels 4 and 5 well in excess of distances of 200 feet or less.

Executive shifts in RCA Electronic group

A realignment of executive responsibilities, including establishment of a separate solid-state division headed by Carlos E. Burnett, has been announced by John B. Farese, executive vice president, RCA Electronic Components, Harrison, N.J.

Mr. Farese said he hopes to consolidate the domestic and international sales operations of SCA Electronic Components into one division with responsibility for over-all electronic components sales to the equipment market. Responsibility for market research, warehousing and distribution and international sales will be placed under the equipment sales and distribution department headed by Gene W. Duckworth, Mr. Farese said.



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WBYS,
Canton, Illinois

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Arnold Lerner—
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Lowell/Lawrence,
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WEBN,
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Who on the Hill owns what in broadcasting

10 congressmen or 2% of entire 91st Congress have direct interests in the media; six hold family ties

Five senators and 11 congressmen in the 91st Congress have either a direct or a family-related interest in the U.S. broadcasting industry, according to FCC records and direct confirmations.

The total is the same as that found in a similar compilation made for the 90th Congress (BROADCASTING, Jan. 15, 29, 1968); general stability in the totals has been the rule in this bi-annual report. Of the 16 legislators connected with the industry, six have family connections and 10 have a direct interest. Thus, of 535 members of Congress, only about 2% personally own any part of any broadcast property.

Moreover, the interests are generally minor ones. Even the two primary exceptions—Representatives Robert Taft Jr. and Clarence Brown Jr. (both R-Ohio)—have loosened their connections with the industry to some extent since

the time of the previous compilation. Representative Taft, who once held a formidable chunk of Taft Broadcasting Co., in his own name, has placed his holdings in a trust while he is in Congress. Representative Brown, who as executor of his father's estate held most of the stock of WCOM-FM Urbana, Ohio, two years ago, now holds slightly less nonvoting common stock and far less nonvoting preferred stock, since the estate was settled in 1968.

Five names have been deleted from the previous list. Former Senator Thruston Morton (D-Ky.), who did not run for re-election in 1968, is the most prominent missing presence. He is the brother of Jane Morton Norton, chairman, and owner of the Norton stations (WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind.; WMT-AM-FM-TV Cedar Rapids, Iowa, and WFRV(TV) Green

Bay, Wis.). Mr. Morton's son, T. Ballard Morton, is president of the group.

The other deletions are on the House side: former Representatives Porter Hardy (D-Va.), Thomas B. Curtis (D-Mo.), Thomas G. Morris (D-N.M.) and Basil Whitener (D-N.C.).

The five additions are freshman Senator Ted Stevens (D-Alaska), who owns a minuscule interest in Northern TV Stations Inc., and Representatives James Symington (D-Mo.), Joe Evins (D-Tenn.), Richard Fulton (D-Tenn.), and Orval Hansen (R-Idaho).

▪ **Representative Thomas L. Ashley (D-Ohio)**—owns 100 shares (less than 1%) of voting common stock in Pacific & Southern Broadcasting Co., licensee of KHON-TV Honolulu and its satellite stations, KAH-TV Wailuku and KHAW-TV Hilo, all Hawaii. Pacific & Southern has also acquired KIMN(AM) Denver and KYXI(AM) Oregon City, Ore., subject to FCC approval (BROADCASTING, Nov. 24).

▪ **Representative Clarence J. Brown Jr. (R-Ohio)**—holds 22 nonvoting preferred shares and 225 voting common in WCOM-FM Urbana, Ohio (Brown Publishing Co.). These holdings have been adjusted from the 156 preferred and 260 common shares held by Representative Brown at the time of BROADCASTING's last compilation, when he was executor of his father's estate. He is on the Communications Subcommittee of the House Commerce Committee.

▪ **Representative John R. Dellenback (R-Ore.)**—owns 70 shares of voting common (10%) in KMED-TV Medford, Ore. The station has NBC and ABC affiliations.

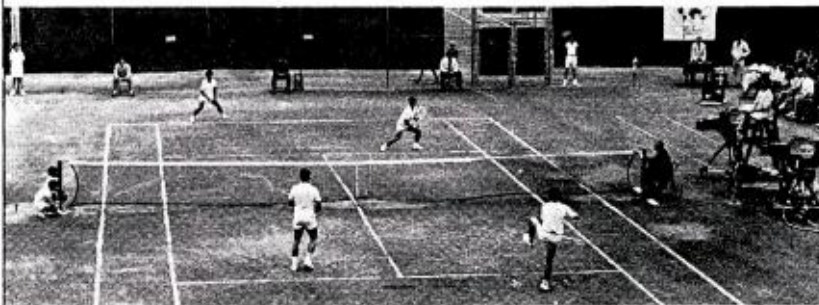
▪ **Representative Joe L. Evins (D-Tenn.)**—his first cousin, John Bill Evins, is a director and owns 50 shares (12½%) of WJLE(AM) Smithville, Tenn.

▪ **Representative L. H. Fountain (D-N.C.)**—is secretary-treasurer of WCPB-AM-FM Tarboro, N.C., and owns 86 shares (29%) of voting common (Coastal Plains Broadcasting Inc.). His brother, V. E. Fountain is president.

▪ **Representative Richard Fulton (D-Tenn.)**—owns 500 shares (6.7%) of voting common in WMCV(TV) Nashville (Music City Video Corp).

▪ **Representative Orval Hansen (R-**

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Idaho — is president and owns 122 shares (37%) in KFXD(AM) Nampa, Idaho (Idaho Broadcasting Co.).

▪ **Senator Ernest Hollings (D-S.C.)**—owns six shares (1%) of voting common in WSIB(AM) Beaufort, S.C. (Sea Island Broadcasting Co. of South Carolina). WSIB is an MBS affiliate.

▪ **Senator B. Everett Jordan (D-N.C.)**—owns 36 shares (8%) in WBBB-AM-FM Burlington, N.C. (Alamance Broadcasting Inc.). His wife owns 152 shares (4%) in WHKY-AM-FM Hickory, N.C., (Catawba Valley Broadcasting Inc.). WBBB is an MBS affiliate, WHKY, ABC.

▪ **Representative Alvin E. O'Konski (R-Wis.)**—is president and owns 43,800 shares (68%) of WAEO-TV Rhinelander, Wis. WAEO-TV has NBC affiliation.

▪ **Senator Winston L. Prouty (R-Vt.)**—in perhaps the most tenuous tie-in of all, his second cousin, John J. Prouty, owns one share (of 1,643) in WIKE Newport, Vt. (Memphremagog Broadcasting Co.). WIKE is a CBS affiliate.

▪ **Representative Roman C. Pucinski (D-Ill.)**—is board chairman and owns 600 shares (60%) of common stock in WEDC(AM) Chicago (Foreign Language Broadcasters Inc.).

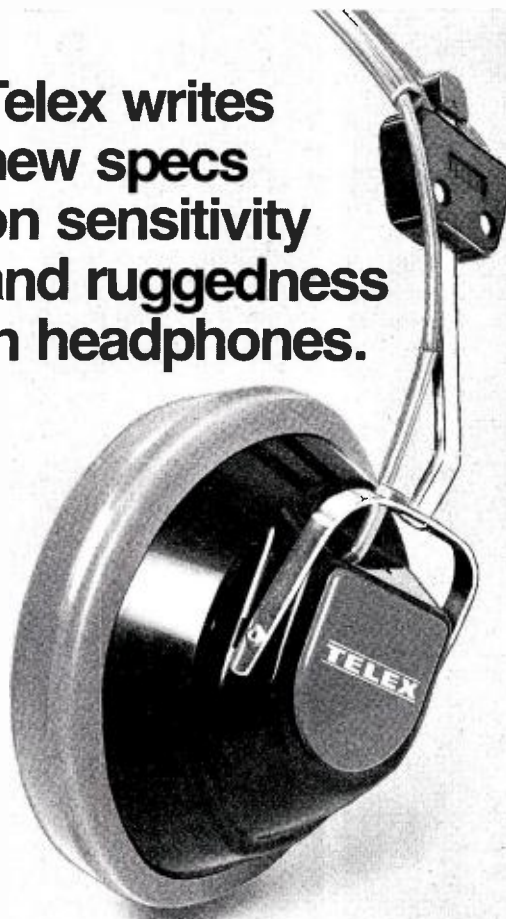
▪ **Senator Ted Stevens (R-Alaska)**—owns 5 shares (less than 1%) of Northern TV Stations Inc., licensee of KBYR(AM), KNIK(FM) and KTVA(TV), all Anchorage, and KFRB(AM) and KTVF(TV) both Fairbanks, all Alaska. Before he assumed his Senate seat late in 1968, the senator was also legal counsel to the company.

▪ **Senator Stuart Symington (D-Mo.)**—his brother, James H. Symington, is president and majority stockholder (42 shares, 67%) in WAGE(AM) Leesburg, Va. (Radio WAGE Inc.).

▪ **Representative James B. Symington (D-Mo.)**—is the son of Stuart Symington and nephew of James H. Symington of WAGE(AM).

▪ **Representative Robert Taft Jr. (R-Ohio)**—a trust held for his benefit owns 64,224 shares (1½%) of Taft Broadcasting Co., licensee of WKRC-AM-FM-TV Cincinnati (ABC); WTVN-AM-FM-TV Columbus, Ohio (ABC); WBRC-AM-FM-TV Birmingham, Ala. (ABC, CBS, MBS); WGR-AM-FM-TV Buffalo, N.Y. (NBC); WDAF-AM-FM-TV Kansas City, Mo. (NBC); WNEP-TV Scranton, Pa. (ABC) and WTAF-TV Philadelphia. He once owned 76,000 shares in his own name, but now has no such interest. Representative Taft is cotrustee of several family trusts which hold shares of Taft Broadcasting, but these are not "for his benefit." The congressman reports that since he came to the House, he has always voted "present" on issues affecting broadcast regulation, in order to avoid a conflict of interest.

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Salvage crew at work on duPonts?

Barrett defends criticized awards and report that knocked broadcast news

Edward W. Barrett, a member of the duPont-Columbia Broadcast Journalism Awards jury, called last week for broadcasters to be "more disposed in the future to examine themselves, to actively seek out criticisms and weigh them and to heed those among them who wish to lead rather than trail public tastes."

He expressed this hope in a statement, devoted largely to defending the awards jury against its critics—the only one he named specifically was BROADCASTING—in a panel session at a Thursday (Dec. 11) luncheon of the Deadline Club, the New York chapter of Sigma Delta Chi. Two other awards jurors, critic and commentator Marya Mannes and *New Yorker* radio-TV critic Michael Arlen, appeared with him on the panel.

Mr. Barrett, director of the communications institute at the Academy for Educational Development and former dean of Columbia University's Graduate School of Journalism, which administers the duPont awards, and BROADCASTING reacted "apoplectically" when the awards jury honored Dr.

Everett C. Parker of the Office of Communications of the United Church of Christ and again when the jury issued its "survey" report on broadcast journalism in 1968-69 (BROADCASTING, Nov. 17).

Mr. Barrett quoted a Nov. 3 BROADCASTING editorial as saying that "in selecting Dr. Everett C. Parker, the judges displayed nothing but contempt for radio and television journalism." (The editorial said that in selecting Dr. Parker "as the individual who above all others performed the most distinguished service to broadcast journalism in the 1968-69 season" the judges showed nothing but contempt because, among other things, Dr. Parker "has been associated with broadcast journalism only slightly and only as a detractor.")

Mr. Barrett said BROADCASTING's editorial call for broadcasters to withhold support from a Columbia University project to create a broadcasting institute had, to his surprise, produced "evidences that some pretty powerful broadcasters were at least considering BROADCASTING's suggested boycott." But others, he said, "kept their perspective,

reflecting doubtless their longer view, an appreciation of the multi-faceted nature of a university and recognition that threats don't pay off in some quarters, anyway."

When the awards jury's survey and report on broadcast journalism appeared, Mr. Barrett continued, "with BROADCASTING Magazine in the lead, the violent denunciation began all over again.

"Now, I ask you, what sort of broad-gauged statesmanship is all this?"

He said Dr. Parker helped to test and win Supreme Court approval of the fairness doctrine and had also been praised by Warren E. Burger, now chief justice of the U. S., in a decision upholding his position.

Mr. Barrett said he could understand the fairness doctrine's being opposed by "those who think broadcasting should enjoy all the same identical freedoms as enjoyed by the press," but that "so long as broadcasters use publicly assigned frequencies . . . there will be large numbers of responsible citizens who believe that broadcasting should be subject to some modest limitations, involving simple fairness to those attacked on the air. They believe publicly assigned frequencies should not be used for the kind of blatantly lopsided journalism practiced by a few newspapers and caustic publications. "Let there be no mistake about it: The duPont-Columbia jury shares this belief."

He did make some concessions about the jury's "survey" report:

"Let me concede that [it] contains passages, particularly some generalized statements, that are debatable—and that should be debated. I would also acknowledge that the jury might well contain at least one person with long experience in commercial broadcasting—as indeed it did until one member had to withdraw when moving abroad [Arthur D. Morse, former producer of *CBS Reports*, now director of the International Broadcasting Institute].

"It is well known within Columbia-duPont quarters that I earlier advocated a minimum of generalities and a maximum of specificity, precision in dealing with the worthy, the less worthy and the unworthy, and pointed encouragement to those executives and workers in the field who have shown genuine social conscience. To a substantial degree, I think I influenced the final report in this direction—perhaps not enough. Certainly, it was not enough to satisfy most broadcast executives, but I have doubts as to whether the main fault is ours or theirs."



More than 100 famous persons from many professions are shown as they gathered at MPO Videotronics, New York, on Dec. 7 to film a series of TV tapes for the Urban Coalition. When completed in February 1970, the seven

tapes will be offered as public-service spots. Among the participants, representing diversified fields, were Arthur Goldberg, Roy Wilkins, Myrna Loy, Johnny Carson, Harry Golden, Mildred Dunnock and Ralph Bunche.

WCCO is recipient of top award in Atlanta

WCCO(AM) Minneapolis was named radio station of the year in awards presented during the fourth annual radio program conference Dec. 5-7 in Atlanta. CBS-Columbia Records was chosen as record company of the year.

The award winners were chosen by a jury of broadcasters and record-company officials from nominees submitted on ballots circulated among the some 900 delegates. The conference was arranged by Bill Gavin, San Francisco program consultant.

Jim Davenport, WAYS(AM) Charlotte, N.C., was named "smaller-market man of the year," and Allen Shaw, WABC-FM New York, was named "progressive FM man of the year."

Other radio awards included:

Station manager: Ken Palmer, KIMN(AM) Denver (top 40); Richard Carr, WIP(AM) Philadelphia (nonrock); Lucky Cordell, WVOX(AM) Chicago (rhythm and blues); Herb Gollenbeck, WPLO(AM) Atlanta (country and western).

Program director: John Rock, WLS(AM) Chicago (top 40); Tony Taylor, WIP(AM) Philadelphia (nonrock); Jerry Boulding, WWRL(AM) New York (rhythm and blues); Chris Lane, KEGL(AM) Santa Clara, Calif. (country and western).

Other recording-industry awards included:

Record executive: Al Bell, executive vice president, Stax-Volt Records.

Producer: Chips Moman, independent.

National promotion: Augie Blume, RCA Victor.

Rhythm-and-blues promotion: Cecil Holmes, Buddah Records.

Country - and - western promotion: Wade Papper, Capitol Records.

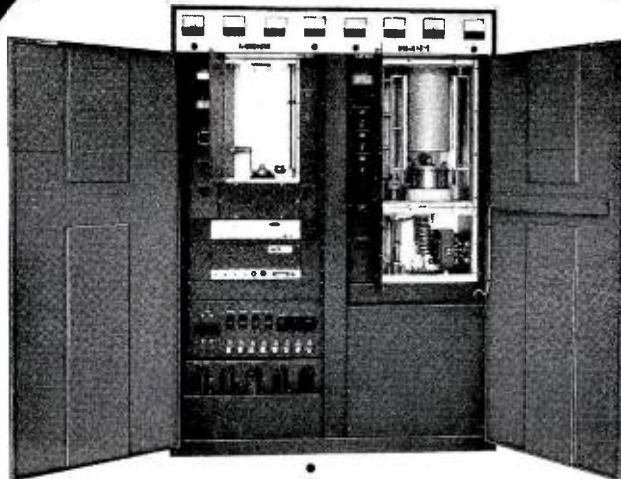
Newspaper coupons back special on inflation

Attention will be called to tonight's (Dec. 15) ABC-TV special "The Great Dollar Robbery: Can We Arrest Inflation?" with 1,000-line ads scheduled to appear in 52 major-market newspapers today. The ads will encourage viewers to write their senators to express their feelings on the inflation issue.

The special, at 10-11 p.m. (EST), surveys the causes and effects of rising prices. Xerox Corp., sponsor of the special and also placing the ads, expects the ads to reach 75% of the viewing public. The ads will provide the viewer with a sample letter which he can clip and mail to his senator after checking off his preferred opinion from a list of alternatives. The ads in each market will list the names of senators

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from that state.

At the close of the special, a 30-second commercial will show a close-up of the newspaper and will urge viewers to write their senators. Needham, Harper & Steers, New York, is the Xerox agency in charge of the project.

Promotion tips:

TWA contest winners ■ Winning entries in the television/radio category of the annual Trans World Airlines competition for aviation-oriented productions were *Kitty Hawk To Paris*, a one-hour film created by John H. Secondari and aired on ABC-TV and a six-part radio series on the economics of airline operations by Jim Slade, science and space correspondent for Westinghouse Broadcasting Co. There were eight other winners in the newspaper, magazine and photography categories.

Brochures from interviews ■ The American Trucking Association, sponsor of NBC Radio's *Monitor* series of Frank Blair interviews, is utilizing the scripts of the interviews in brochures in a new merchandising - promotion cam-

paign. ATA, through VanSant, Dugdale & Co. Inc., Baltimore, has been the sponsor of the twice-weekly "What's The Latest Word On—" series since May. The association's promotion campaign also includes a cooperative project with NBC Radio to make a record containing excerpts of the Blair interviews.

Uplifting ■ Starting in February, Mutual will air inspirational radio messages daily on its 1:30 p.m. newscasts. The 60-second public service spots, produced by the Unity School of Christianity, Unity Village, Mo., but nondenominational in character, feature public figures from the fields of entertainment, sports, education and business. Spokesmen include humorists Steve Allen, Tom Smothers, Shelly Berman, Jonathan Winters, sociologist Ashley Montagu, and businessman J. C. Penney. Co-operating stations have been broadcasting spots in this series since March 1969.

New PR agency ■ Kelly And/Or Thompson a new public relations agency in the communications field has been

formed by Charlotte Kelly Thompson, former director of magazine publicity at NBC, and Merry Nolan Kelly, director of public relations for Geyer-Oswald. Headquarters are at 49 West 47th Street, New York 10036.

Entry deadline for FM awards is Jan. 31

About 2,000 FM stations have until Jan. 31 to submit programs in any of four categories—news, education, music, or public service—in the sixth annual Major Armstrong Awards program for excellence and originality in FM broadcasting.

The awards, sponsored by the Armstrong Memorial Research Foundation in honor of the late Major Edwin H. Armstrong, the electrical engineer whose inventions made FM possible, will be presented at the annual convention of the National Association of FM Broadcasters in Chicago, April 3-5.

There will be eight awards, each consisting of \$500 and a bronze plaque—four for commercial stations and four for educational stations.

International

Power Corp. sells broadcast interest

Montreal, Sherbrooke stations sold to new firm held by Expo '67 director

Power Corp. of Canada Ltd., Montreal, has sold CKAC(AM) Montreal and CHLT-AM-FM-TV Sherbrooke, Que., for \$7,260,000 to Telemedia (Quebec) Ltee. Telemedia is a newly formed company controlled by Philipppe de Gaspé Beaubien, former director of operations for Expo 67, the world's fair held in Montreal in 1967.

Mr. Beaubien's new company will acquire options to purchase CHLN(AM) Trois Rivières, and CJBR-AM-FM-TV Rimouski, both Quebec.

Power Corp. said that when the transaction is completed, it and all subsidiaries will have divested their broadcast holdings in Quebec. Power Corp. announced Oct. 1 that it had given up all its interests in the newspaper field.

Earlier this year Power Corp. had been faced with charges of monopoly by the publishers of a French-language magazine. Jacques Guay and Yves Gosselin of Editions Maintenant Inc.

of Montreal had asked the federal government in Ottawa to look into the situation. In a brief last May to the Quebec national assembly's committee on freedom of the press, the magazine editors had also called for a "genuine commission of inquiry" into the influence exercised by Power Corp. in Quebec. The legislature committee was told that "the same financial interests" controlled *La Presse*, Montreal's big French-language daily newspaper; CKAC(AM), the 50 kw French-language radio station in Montreal, plus other daily and weekly newspapers and radio and television stations in Quebec.

Nielsen expands its Canada report

A. C. Nielsen Co. Canada, which measures a commercial broadcasting system that is becoming increasingly complex, last week announced an expansion of its coverage in geographic and demographic data.

Instead of 17 central areas, Nielsen will use 48 designated market areas across Canada as the basis of its reporting. In each market area, Nielsen will provide target population size, gross rating points, advertising expenditures and sales information, and will correlate the data on a regional basis.

Ratings will be provided in terms of household and individual, men and women separately.

The expanded service is the result of a changing Canadian broadcasting system that, like its U.S. counterpart, has more participations rather than single sponsorships, shorter commercials and more interruptions by specials.

Nielsen will also compile twice-yearly presentations on trends in program types, cable growth, color penetration and viewing patterns, and will make available a brand advertising schedule analysis, including unduplicated audience composition and viewing frequency data.

Music on high

Westinghouse Broadcasting Co. has scheduled a one-hour special, *Last Summer We Played In The Alps*, for showing on its owned TV stations during the week of Dec. 22. The program, one in the 52-week *Spectrum 52* series, features young symphony musicians from eight countries with the first international festival of young orchestras held last August in St. Moritz, Switzerland.

Group W productions and Trans Atlantic Film Co. produced the special with Robert Albert, the executive producer of the program.

Cox to split stock Jan. 15

Cox Broadcasting Corp., Atlanta, last week voted a 2-for-1 split of common stock and increased quarterly cash dividends on existing shares to 15 cents per share from 12½ cents, payable Jan. 15, 1970.

Following the stock split, Cox Broadcasting will have about 5.8 million outstanding common shares.

Cox Broadcasting last October reported increased revenues and earnings for both third-quarter and nine-month period ended Sept. 30. Net income was up 13% for the quarter and 12% for the nine-month period (BROADCASTING, Oct. 27).

Cox directors also have scheduled the annual stockholders meeting March 19 in Atlanta.

Company reports:

Gulf & Western Industries Inc., New York, diversified company and parent of Paramount Pictures, reported increases in sales and net income for the three months ended Oct. 30:

	1969	1968
Earned per share	\$0.70	\$0.55
Net sales	389,849,000	366,577,000
Net income	15,729,000	12,902,000

Notes: 1968 figures restated to include operations of businesses subsequently acquired in transactions accounted for as poolings of interest and for year-end adjustments. Net income and earnings per share for both years are before gains from sales of securities.

Publishers Co., Washington - based printer, publisher and broadcaster, reported record sales and earnings for the first nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.48	\$0.42
Net sales	26,629,835	23,947,316
Net income	735,160	641,013
Average shares outstanding	1,445,328	1,445,328

G&W may sell Paramount studio

A determined company effort was made last week to douse rumors and speculation that Gulf & Western Industries Inc. is planning to put its Paramount Pictures Corp. subsidiary on the block.

G&W President David N. Judelson flatly told stockholders at their annual meeting, held in South Bend, Ind.: "Gulf & Western is not—I repeat, not—going to sell Paramount." He did indicate, however, that sale of Paramount's movie and TV studios was possible. "It's true," he explained, "that we are considering a number of alternatives regarding Paramount's Hollywood studio—all with a view to realiz-

ing the best return on our investment in that valuable asset."

Paramount Pictures, it was revealed, suffered a \$22-million loss during the last fiscal year despite recording the highest box office gross of its 57-year history last year.

G&W reported record sales of \$389,849,000 during the first quarter of fiscal 1970, ended Oct. 31, compared with some \$366 million during the same period last year. Total net earnings during the first quarter were \$15.9 million, compared with \$24.7 million last year.

Stockholders elected management's 24-man slate of nominees to the board of directors. They also voted to increase by up to 581,060 the number of shares in the company's stock option incentive plan.

Financial notes:

▪ Four Star International Inc., Culver City, Calif., a major independent producer and syndicator of television series and specials, has acquired 50% of

Arrow Productions Inc., and Excelsior Distributing Co., both of Beverly Hills, Calif. Price of the transaction was not disclosed. The new organization will be called Four Star Releasing Corp. Assets acquired were six films in production and 15 in current release. Also acquired were Excelsior's film exchanges. David B. Charnay, president of Four Star, said Four Star International plans immediate expansion of production and distribution activities of Four Star Releasing Corp.

▪ Visual Electronics, New York, and the Raytheon Co., Norwood, Mass., have reached an agreement in principle on the purchase of Raytheon's electronic learning systems business in Michigan City, Ind., by Visual Electronics. Visual Electronics will issue 100,000 common shares, 15,000 shares of convertible preferred stock and \$3.5 million in promissory notes to Raytheon. Raytheon product lines to be acquired include broadcast and closed circuit television systems.

▪ Kinney National Service Inc., owner



Format Sound

CUSTOMIZED TOTAL STATION SOUND: \$300!

- AM-FM Stereo—Automated stations. New talk and news station ID's—intros. Just developed: classical music format.
- Complete sign on to sign off package.
- Unique ID's, time, weather, news, signatures, spot bridges, voice intros.
- Personalized creative slogans and logos.
- Feature material and beds from 15 to 60 seconds. Special ideas created for you.
- Station ownership of all material.
- Write for 22 minute demonstration.

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of Warner Brothers-Seven Arts Inc., has declared regular quarterly dividends of 6¼ cents on common stock, 22½ cents on convertible preferred, \$1.0625 per share on \$4.25 series B convertible preferred and \$.7123 a share on series D preferred, all to be payable Feb. 16, 1970.

■ Campbell, Silver Corp., Beverly Hills, Calif., producer of motion pictures and TV films, reported a net loss of \$973,734 on total sales of \$3,575,339 for the year ended Sept. 30. Of its sales, \$370,000 was derived from television serials and about \$30,000 from TV specials. Filmways Inc., New York production house, is negotiating to acquire Campbell, Silver Corp. for 4,000 shares of

Filmways stock (BROADCASTING, Sept. 29).

■ United Artists Corp. has declared a quarterly dividend of 25 cents per share on common stock, payable Jan. 28, 1970, to stockholders of record Dec. 31.

■ Commonwealth United Corp., Beverly Hills, heavily involved in leisure time activities including television, last week revealed a \$22.6 million loss for the first six months of 1969, which ended June 30. This operating statement was contained in proxy material sent by the company to shareholders, prior to a special meeting of stockholders to be held in Boston, Dec. 29. The report

indicated an additional "substantial" deficit for the third quarter of the current year. For the first six months of 1968, in comparison, Commonwealth reported an income of \$3.9 million dollars. The six-month loss includes \$11 million from operations and \$11.6 million from extraordinary items. Commonwealth has been restricted by the Securities & Exchange Commission from trading its securities since last August.

■ Norton Simon Inc., parent company of Talent Associates Ltd., *McCall's*, *Redbook* and the *Saturday Review* magazines, among other diversified interests, last week announced that its corporate headquarters will move from Fullerton, Calif., to New York by mid-

The Broadcasting stock index

A weekly summary of market activity in the shares of 93 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 11	Closing Dec. 4	Closing Nov. 26	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	56½	57½	56½	76½	45½	4,859	274,536
Atlantic States Ind.		O	5½	6¼	7	15½	6	1,789	12,523
Capital Cities	CCB	N	34½	33½	33½	37½	26	5,804	196,407
CBS	CBS	N	47½	46½	48½	59½	41½	25,617	1,235,764
Corinthian	CRB	N	29½	28½	25½	37½	20	3,380	84,906
Cox	COX	N	48½	46½	47½	59	37	2,893	137,128
Gross Telecasting	GGG	A	14½	14½	15½	24½	14½	805	12,172
Metromedia	MET	N	19	19½	19½	53½	17½	5,603	111,164
Pacific & Southern		O	21	21½	20½	26½	13½	1,635	33,518
Reeves Telecom	RBT	A	13½	16½	16½	35½	12½	2,253	36,318
Scripps-Howard		O	25	25	25	31½	21	2,589	64,725
Sonderling	SDB	A	34½	37½	38½	47½	29½	985	37,578
Starr Broadcasting		O	12½	14	13½	14½	6½	338	4,644
Taft	TFB	N	28½	29½	30	43½	26½	3,585	107,550
							Total	62,135	\$ 2,348,933
Broadcasting with other major interests									
Avco	AV	N	23½	23½	24½	49½	23½	12,872	316,651
Bartell Media	BMC	A	12½	12½	12½	22½	8½	2,292	28,879
Boston Herald-Traveler		O	30	30	30	71	27	574	17,220
Chris-Craft	CCN	N	10½	11½	12½	24½	10½	3,201	40,012
Combined Comm.		O	13	13	13½	14½	8½	1,798	23,824
Cowles Communication	CWL	N	10½	11	11½	17½	9½	3,969	45,088
Fuqua	FQA	N	31	31½	31½	47	30½	5,117	160,469
Gannett	GCI	N	26½	26½	27½	29½	24½	7,117	197,497
General Tire	GY	N	17½	18½	19½	34½	17½	17,914	342,516
Gray Communications		O	7½	8½	8½	12½	8½	475	3,924
Lamb Communications		O	5½	5½	5½	10	3½	2,650	14,575
Lee Enterprises		O	19½	21½	22½	22½	15½	1,957	44,033
Liberty Corp.	LC	N	17½	19	19½	24½	14	6,743	131,489
LIN		O	9½	10	10½	32½	7½	2,174	22,001
Meredith Corp.	MDP	N	44½	42½	43	59½	32½	2,781	119,583
The Outlet Co.	OTU	N	17	17½	18½	30½	16½	1,336	24,716
Plough Inc.	PLO	N	73	75	74½	78½	57½	7,892	587,954
Post Corp.		O	18½	20½	21	40	14½	594	12,474
Rollins	ROL	N	38½	39	38½	42½	30½	7,983	309,341
Rust Craft	RUS	A	31½	33½	33½	38½	24½	1,168	39,245
Storer	SBK	N	27½	30	31½	62	24½	4,220	132,930
Time Inc.	TL	N	44	47½	50	100½	36½	7,241	362,050
Trans-National Commun.		O	4½	4½	2½	11½	2½	1,000	2,750
Wometco	WOM	N	18½	19½	19½	23½	16½	5,683	110,818
							Total	108,751	\$ 3,061,160
CATV									
Ameco	ACO	A	12½	12½	11½	14½	7½	1,200	13,632
American TV & Comm.		O	17½	17½	17½	19½	9½	1,775	31,062
Cablecom-General	CCG	A	26	21½	17½	26½	8½	1,605	28,633
Cable Information Systems		O	2½	2½	2½	5	2½	955	2,419
Columbia Cable		O	11½	12½	13	17½	9½	900	11,700
Communications Properties		O	6	7	6½	10	4½	644	4,347
Cox Cable Communications		O	21½	19	17	22	11½	3,550	60,350
Cypress Communications		O	12	11	12½	23	10½	854	10,462
Entron		O	2½	3½	4½	10½	2½	607	2,580
General Instrument Corp.	GRL	N	29½	33½	34½	43½	26	6,028	209,473
H & B American	HBA	A	27½	26½	23½	28½	11½	5,016	119,581
Sterling Communications		O	5½	5½	5½	10½	5½	500	2,875
Teleprompter	TP	A	111	103½	95	112	46	1,007	95,665
Television Communications		O	16½	15½	15	20½	10	2,654	39,810
Vikoa	VIK	A	30	33	31½	35½	20	1,795	56,094
							Total	29,090	\$ 688,413

1970. David J. Mahoney, president and chief executive officer of Norton Simon, pointed out that six of the company's 10 operating subsidiaries already are based in New York. Norton Simon also is the parent of Hunt-Wesson Foods, Canada Dry and Glass Containers Corp. Talent Associates produces *The Governor and J. J., Get Smart* and *The Good Guys*.

▪ RCA has declared a quarterly dividend of 25 cents per share on common stock, payable Feb. 2, 1970, to holders of record Dec. 15.

▪ Taft Broadcasting Co., Cincinnati group broadcaster and producer of TV programs, has agreed to purchase Country Homesites Inc., owner of about

1,000 acres of land near Kings Mills, Ohio, in exchange for Taft common stock. Net value of the assets to be acquired is about \$1.8 million. Closing of the transaction is set for March 16, 1970. Taft will use the land in connection with its plan to build a major amusement park and leisure time complex near Kings Mills (BROADCASTING, March 31).

▪ Trans-Lux Corp., New York, has declared a regular quarterly dividend of 15 cents per share on common stock, payable Dec. 19, to stockholders of record Dec. 15.

▪ Video Instar Productions Inc., New York, has filed with the Securities and Exchange Commission seeking a public

offering of 160,000 common shares to be offered at \$7.50 per share maximum. The newly formed company will provide remote and studio color TV facilities, including equipment and personnel, for production of TV programs and commercials and will provide audio-visual materials for industry and education. Of the company's 375,000 outstanding shares, Herbert Brody, president, and other management officials own 53.9%.

▪ Capital Cities Broadcasting Corp. has declared a regular 12½ cent dividend for the quarter ended Dec. 31, 1969, on its cumulative convertible preferred stock, payable Dec. 15 to stockholders of record Dec. 1.

	Stock symbol	Ex-change	Closing Dec. 11	Closing Dec. 4	Closing Nov. 26	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	26½	26½	29½	42	25	5,863	170,730
Disney	DIS	N	121¾	126	124¼	126	69¾	4,381	544,339
Filmways	FWY	A	17¾	19¾	20¾	38¾	17½	1,492	30,944
Four Star International		O	2¾	3¾	4¼	10	3¾	666	2,831
Gulf and Western	GW	N	18½	20	20¼	50¼	18½	16,426	332,627
Kinney National	KNS	N	31¾	30¾	29¾	39¾	19	5,940	176,715
MCA	MCA	N	19¾	21¾	22½	44¾	19	8,297	183,529
MGM	MGM	N	29¾	28¼	30¼	44¾	25	5,801	175,480
Music Makers Group		O	11	11¾	12½	15¾	9¾	589	7,363
National General	NGC	N	17¾	20	20¾	46¼	17	4,539	93,050
Transamerica	TA	N	25¾	26¾	26¾	38¾	23	61,869	1,535,291
Trans-Lux	TLX	A	19½	20¾	22¼	58¾	17½	1,020	22,695
20th Century-Fox	TF	N	16½	17¾	18¾	41¾	15¾	8,155	152,906
Walter Reade Organization		O	8¼	8¾	9½	15¾	8	2,342	21,359
Wrather Corp.	WCO	A	8¼	8¾	8¾	23	7¾	2,161	18,909
							Total	129,541	\$ 3,468,768
Service									
John Blair	BJ	N	22¾	22¾	22¾	28¼	17¾	2,667	60,274
Comsat	CQ	N	56¾	57¼	55¾	60¾	41¾	10,000	555,000
Creative Management		O	10¾	11¾	12¾	20¾	8¾	1,020	12,750
Doyle Dane Bernbach		O	21¾	22¼	22¾	33	19¼	2,104	47,340
Foote, Cone & Belding	FCB	N	11¾	11¾	11¾	15¾	11	2,149	25,444
Grey Advertising		O	12¾	13¾	13¾	18¾	13	1,163	15,817
MovieLab	MOV	A	7	7½	7½	14¾	6	1,407	10,018
MPO Videotronics	MPO	A	8¾	8¾	8¾	22¾	7¾	548	4,844
Nielsen		O	36¾	36¾	37	38¾	28¾	5,240	193,880
Ogilvy & Mather		O	21¾	21¾	22	35	16¾	1,090	23,980
PKL Co.	PKL	A	10¾	11¾	11¾	30¾	9¾	725	8,410
J. Walter Thompson		O	32¾	32¾	32¾	41	24¾	2,778	89,591
Wells, Rich, Greene		O	11¾	12	13	18¾	8¾	1,601	20,813
							Total	32,492	\$ 1,668,161
Manufacturing									
Admiral	ADL	N	14½	15½	15¾	22½	14	5,150	81,576
Ampex	APX	N	44	44¾	45¾	49¾	32¾	10,825	493,620
CCA Electronics		O	5	5½	5½	6¾	5	800	4,096
General Electric	GE	N	79¾	79¾	81	98¼	76¼	91,025	7,373,025
Magnavox	MAG	N	35¾	37¾	39¾	56¾	34¾	16,561	658,300
3M	MMM	N	111¾	111	113	118½	94	54,521	6,160,873
Motorola	MOT	N	135¾	133¾	132¾	166	102¾	6,148	814,610
RCA	RCA	N	35	37	38½	48¾	34¾	62,773	2,392,907
Reeves Industries	RSC	A	3¾	4¾	4¾	10¾	3¾	3,443	16,354
Visual Electronics	VIS	A	9¾	10¾	9¾	37	9¾	1,357	13,231
Westinghouse	WX	N	55¾	58	59	71¾	53¾	39,304	2,318,936
Zenith Radio	ZE	N	35	35¾	37¾	58	33¾	18,965	715,929
							Total	310,872	\$21,043,457
							Grand total	672,881	\$31,678,892
Standard & Poor Industrial Average			89.74	91.95	93.27				

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

Shares outstanding and capitalization as of Nov. 26. Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

Broadcast advertising

George R. Newall, copy group head, and **Thomas G. Yohe**, art and TV group head, LaRoche, McCaffrey and McCall, New York, both named senior VP's and members of agency's management committee.

Harvey A. Bailey, VP and creative director, Burton Sohigian Inc., Detroit agency, joins Campbell-Ewald Co. there as VP and associate creative director.

Larry Elikann, commercial and industrial director, Filmex Inc., New York, joins Plus Two Productions there as director. Both are commercial production companies.

James R. Booze, with Van Sant Dugdale & Co., Baltimore, joins Marketing & Advertising Associates, Philadelphia, as coordinator of M&AA's new-business activities. **Thomas Regan**, with M&AA in Philadelphia, appointed production manager.

Guy Durham, VP and associate creative director, Daniel & Charles, New York, joins Needham, Harper & Steers there as associate creative director.

Ted Bird, VP in charge of broadcast operations, McCann - Erickson, New York, joins Doyle Dane Bernbach there as director of broadcast services.

John A. Longo, with WIXZ(AM) McKeesport, Pa., joins WKPA(AM) New Kensington, Pa., and WYDD(FM) Pittsburgh as general sales manager.

Evangeline Hayes, casting director, Ted Bates & Co., New York, joins Foote, Cone & Belding there in same capacity.

Alan H. Steinberg, with New York office of NBC Radio Network, appointed manager, sales Eastern office, New York. **Robert B. Rush**, with Chicago office of NBC Radio, appointed manager, sales, Central office, Chicago.

Howard Russo, with J. Walter Thompson Co., New York, joins Kenyon & Eckhardt there as co-group head.

Myron Slosberg, VP, Young & Rubicam, New York, appointed associate creative director.

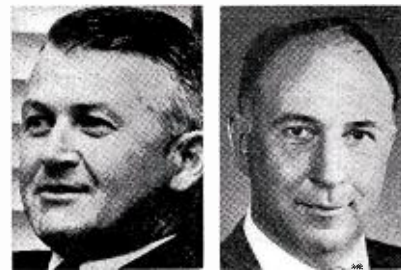
Henry Halpern, account supervisor, Bauer-Tripp-Hening & Bressler, New York, named VP.

James Tsiropinas, assistant production manager, Hicks & Greist, New York, appointed production manager.

George Sikes, production manager with Zimmer - McClaskey - Lewis, Louisville, Ky., joins Jacksonville, Fla., offices of Cargill, Wilson & Acree in same capacity.

Steve Banks, VP and senior art director/TV producer, William Esty Co., New York, resigns. No future plans have been announced.

Alan Mond, formerly with Foote, Cone & Belding, New York, joins Tatham-Laird & Kudner there as creative director, position relinquished by **Jerry Birn**, who has been serving as both creative director and chief executive officer since his elevation to latter office last May. Mr. Birn will devote more time to overall creative planning and total agency services. **Ron Jacobs** and **Dick Povill**, with T-L&K, New York, appointed associate creative directors.



Mr. Kelly

Mr. Bartel

Kelley, Bartel named to top posts for ANA

The Association of National Advertisers at its 60th annual meeting last week (see page 30), elected two new officers and five new directors, **John P. Kelly**, director of advertising, Goodyear Tire & Rubber Co., Akron, Ohio, was elected chairman of the board. He succeeds **William H. Ewen**, director of advertising services for Borden Inc., New York.

William A. Bartel, VP-communications and merchandising, Celanese Corp. of America, New York, was elected vice chairman of the board. **Peter W. Allport** was re-elected president of ANA.

New directors were elected for three-year terms each to the 19-man ANA board: **Henry T. S. Heckman**, Republic Steel Corp., Cleveland; **Henry H. Hunter**, Olin Mathieson Chemical Corp., New York; **H. Copland Bynson Jr.**, Liggett & Myers, New York; **Earl G. Tyree**, Ogdensbrook Laboratories, division of Sterling Drug Inc., New York; **Barrett F. Welch**, Carter Products Division of Carter-Wallace Inc., New York.

In addition, **Walter M. Harrison Jr.**, The Travelers Insurance Companies, Hartford, Conn., was re-elected to the board of directors for one additional year.

Douglas Streff, with ABC-TV's central division, Chicago, appointed division sales manager.

Aileen M. Barry, **Helen M. Wilbur** and **Henry H. Siegel**, assistant media directors, Grey Advertising, New York, named VP's. **Robert T. Fell**, account supervisor for Grey Advertising, Detroit, named VP and appointed to newly created position of VP-account supervisor/director of office development in Detroit office.

Paul Dietz, former creative director, Werman & Schorr, Philadelphia agency, joins Clyne Maxon Inc., New York, as VP and creative group head.

James Hodgett, former general manager WJZ-TV Baltimore, joins Television Advertising Representatives Inc. as manager of San Francisco office. He succeeds **Marvin Bolei**, who resigns. He is succeeded at WJZ-TV by **Stephen D. Seymour**, sales manager.

Vincent Coryell, VP and director of commercial television production, Papert, Koenig, Lois Inc., New York, joins N. W. Ayer & Son, there as senior television producer.

Dan Chandler, program director, WQAM-(AM) Miami Beach, joins Media Research & Productions Inc., Miami-based video-tape producers engaging in production of TV commercials and programs, as VP-sales.

John E. Severson, with Fidelity Mutual Life Insurance Co., Philadelphia, appointed manager of communications with responsibilities including company's advertising and PR programs.

David Zeller, computer systems specialist, Western Electric, New York, joins Marketronics Inc. there as manager of systems applications.

Kenneth L. Gerdes, with sales staff of WTVC(TV) Chattanooga, joins WHTN-TV Huntington, W. Va., as manager of sales and service for Charleston, W. Va., area.

Sid Connolly, assistant general manager, KGSC-TV San Jose, Calif., named VP-sales.

Media

George Reeves, associate director of business affairs, ABC-TV, New York, appointed director of business affairs, East Coast. **Edward B. Gradinger**, director of sales contracts in business affairs and contracts department in New York, appointed assistant director of business affairs, East Coast.

Irion succeeds Walker



Mr. Irion

Mr. Walker

Ron W. Irion appointed director of broadcast management for the National Association of Broadcasters beginning Jan. 1. Mr. Irion joined NAB in May 1967 as assistant director of the department. Before joining NAB he was a research associate and administrative assistant to the director of the American Federation of State, County and Municipal Employees. He replaces **William L. Walker** who is resigning to join the firm of Larson/Walker & Co. which will specialize in station brokerage, consulting and management problems ("Closed Circuit," Oct. 20). Mr. Walker joined NAB in 1948, was named auditor in 1950, assistant treasurer in 1956 and director of broadcast management in 1964.

Television, Ann Arbor, Mich., appointed production - services coordinator for noncommercial KCET(TV) Los Angeles.

Clem Stein, operations, director for KUDO-TV San Francisco, appointed producer-director for KPDX(TV) that city.

Walter Charney, with Walter J. Klein Co., Charlotte, N.C., production company, appointed creative director.

Kent J. Carter, operations manager, KPLC-TV Lake Charles, La., joins WHTN-TV Huntington, W. Va., as program director.

George Cooper, with WINZ(AM) Miami, appointed programing director.

James Parks resigns as director of sales and head of KTLA(TV) Los Angeles video-tape division to live abroad. Mr. Parks, former manager of KNBC(TV) Los Angeles, will divide time between London and Madrid.

W. W. (Red) Lewis, producer-president of Pensara Productions, New York, joins VPI Films there as VP. Move marks East Coast expansion of VPI Films, California-based production company.

John Allen, program director with WSEN(AM) Syracuse, N.Y., joins WHIM(AM) Providence, R.I., in same capacity.

Mel House, head of production department, and **Jerry Pasco**, director, KCMO-TV Kansas City, Mo., appointed director and production director, respectively.

News



Mr. Warren

Charles Warren, Washington bureau chief for the Mutual Broadcasting System, Washington, elected chairman of Radio - Television Correspondents Association succeeding **Roger Mudd** of CBS.

Other new officers elected: **Joseph McCaffrey**, WMAL-AM-FM-TV, vice chairman; **Robert E. Clark**, ABC, secretary; **Frank Jordan**, NBC, treasurer. Members at large: **Marya McLaughlin**, CBS; **Robert Foster**, WGN Continental Broadcasting; and **Paul Sisco**, UPI Newsfilm. New officers will assume their duties the first day of the next session of Congress, and will be formally installed at the association's annual dinner, Feb. 26. The association supervises the broadcast galleries in the U.S. Capitol and the national political conventions.

Douglas F. Sherwin, operations manager of KGLO-AM-TV Mason City, Iowa, joins WMDR(FM) Moline, Ill., as station manager. He will assume his duties in spring 1970. Station is scheduled to begin operations early in summer.

Programing

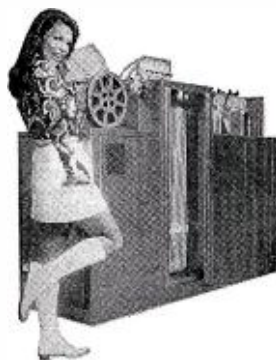
David K. Harlan, with Logos Teleproduction Center, Arlington, Va., named VP-sales.

Gary Pudney, director of specials and talent for ABC-TV, appointed director of night-time live and tape production, ABC-TV West Coast. **Kip Walton**, director of *American Bandstand* series, appointed producer and director of new *Get It Together* series for ABC-TV in addition to his other responsibility.

Stephen Schaeffer, member of sales administration department, Screen Gems International, New York, appointed manager of sales administration.

Dean Parker, formerly with Abrams-Rubaloff Agency, Los Angeles, appointed corporate VP in charge of personal management and TV program development, Entertainment Media Ltd., Los Angeles.

Stan Levy, formerly assistant director of distribution for National Educational



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Julius Humi, general manager of UPI operations in Europe, Africa and Mid-east, with headquarters in London, elected VP.

Karl F. Zedell, administrative assistant to Florida state senator, joins WLBW-TV Miami as news director. **Ken Taylor**, who has been serving as both news director and newscaster, becomes full-time newscaster.

Bob Kaye, with WINZ(AM) Miami, appointed news director.

Pia Lindstrom, former reporter and newscaster, KGO-TV San Francisco, joins WCBS-TV New York as general assignment correspondent. Miss Lindstrom is daughter of Ingrid Bergman.

Ted Beinhart, newsman with WFBR(AM) Baltimore, joins WWDC(AM) Washington as evening desk editor.

Bob Smith, reporter and sportscaster, WMAQ-TV Chicago, appointed to newly created position of editorial director and on-air editorial voice.

George Tomek, newscaster, WKY-TV Oklahoma City, joins KMOX-TV St. Louis in same capacity.

Bob Warren, announcer for *Lawrence Welk Show*, ABC-TV West Coast, joins Storer Broadcasting Co.'s KGBS(AM) Los Angeles as newsman. He will also be Los Angeles correspondent for

WREC founder dies



Mr. Wooten

of an apparent heart attack. In 1919 he established an amateur radio station in his hometown of Coldwater, Miss. Three years later he began his first commercial station, KFNG(AM) Coldwater. He founded Wooten's Radio-Electric Co., an early radio retail store, in 1925 in the Peabody hotel in Memphis. The following year WREC(AM) Memphis began operating. In

1928 he was issued one of the first permits for an experimental TV station. He was granted a construction permit for ch. 3 in Memphis in 1955 and put WREC-TV on the air in 1956. Mr. Wooten sold WREC-AM-TV to Cowles Communications Inc. in 1963 for \$8.5 million and became chairman of the board of Cowles Broadcasting Services Inc., a position he held at the time of his death. He is survived by two daughters, Mrs. Charles Brakefield, wife of the president and general manager of WREC-AM-TV, and Mrs. Jack Michael, wife of the vice president and program director of WREC. Services were held Dec. 8 and interment was at Forest Hills Cemetery in Memphis.

1928 he was issued one of the first permits for an experimental TV station.

The family asks that any memorials be sent to Mississippi State University, the school from which Mr. Wooten received a bachelors degree in electrical engineering in 1915.

Storer's Washington news bureau.

Richard Y. Trembath, public affairs director with WKYC-TV Cleveland, appointed to newly created position of editorial director.

Hal Graves, former operations manager and news director, KUAM-AM-FM-TV Agana, Guam, joins WHYN-AM-FM-TV Springfield, Mass., as radio-TV newscaster.

Alton L. Brown, news director, WTVW-TV Evansville, Ind., joins WWJ-AM-FM-TV Detroit as newsman. **Betty Carrier**, manager of radio and TV press relations, United Foundation, Detroit, joins WWJ-TV as newscaster.

Jim Clark, reporter, WMAL-AM-TV Washington, appointed manager of WMAL-TV public affairs department. **Linda Sawyer**, assistant in WMAL-AM-TV public affairs department, appointed department producer.



Mr. Blackburn

part of Metromedia Radio News in 1970. He is succeeded as bureau chief by **Alan Christian**, assistant bureau chief. **Sam Jaffee**, former ABC correspondent, joins Metromedia Radio News, Washington, in newly created position of managing editor ("Closed Circuit," Nov. 10).

Henry Hicks, WJAR-AM-TV Providence, R.I., elected president of Rhode Island

AP Broadcasters Association.

Promotion

Domenick J. Giofre, coordinator of business and trade publicity at NBC, New York, named manager, magazine publicity there.

Joseph H. Houston, promotion director, WGAL-TV Lancaster, Pa., joins KYW-TV Philadelphia as audience promotion director.

Claude Koprowski, financial and business reporter, *Washington Post*, joins Compton Jones Associates, Bethesda, Md., as manager of PR department and account executive.

Bette Moore and **Charles C. Beverly**, members of PR staff of Bauerlein Inc., New Orleans, named assistant to president and VP, respectively.

Jay Stewart, producer, elected president of Pacific Pioneer Broadcasters for 1970. **Edgar Bergen** re-elected chairman of board. **Robert H. Forward** and **Earl Ebi** elected VP's. **Robert Myers** retained as VP and general counsel. **Monica Whalen Cote** and **Evelyn Bigsby** re-elected secretary and treasurer respectively.

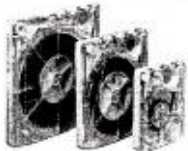
Equipment & engineering

Herman F. Krapf, VP of Diamond Power Specialty Corp., Lancaster, Ohio, named VP, electronics operations. He will be general manager of company's expanded communications equipment facilities. **Philip Beltz**, with North American Rockwell Corp., El Segundo, Calif., joins Diamond Power as manager, marketing services for electronic operations.

William L. Ross, VP - engineering,

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Series			Unit Price
Type	Time at 7½ ips		
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300	100 sec. (63')		2.15
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300	3½ min. (132')		2.40
300	5½ min. (207')		2.75
300	8½ min. (320')		3.55
300	10½ min. (394')		3.70
600	12½ min. (470')		5.30
600	16 min. (600')		5.95
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1200	31 min. (1163')		9.95

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Daniels & Associates, Denver, CATV operator, joins Data Transmission Inc., satellite company of The Jones Group Inc., Englewood, Colo., as VP. Data Transmission will offer cable consulting and engineering services on international basis.

Douglas C. Williamson, district sales manager for New England area, JFD Electronics Corp. systems division, New York, appointed regional manager of northeastern region, extending from Maine to Virginia. His headquarters will remain in New York.

Boykin M. Roseborough, with South Carolina Educational TV Network, Columbia, appointed director of quality control.

Leonard L. Oursler, former chief engineer, WRAY-AM-FM Princeton, Ind., joins Gates Radio Co., Quincy, Ill., as project engineer.

Leonard G. Cohen, production manager, Harold Mayer Productions Inc., New York, joins Teleprompter Manhattan Cable TV there as chief engineer.

Allied fields

Dr. Lloyd Kirban, VP and member of management committee, Oxtoby-Smith Inc., New York, joins Audits & Surveys Inc., New York, in newly-created post of associate director of survey division.

Chuck Gordon, Morrie Rosen and Harry Self, all with Philadelphia division of Contemporary Institute of Broadcasting, appointed faculty director, assistant faculty director and chief engineer respectively.

International



Michael Barnett, creative director in Europe for Grey & International Partners S. A., named senior VP of Grey Advertising. His headquarters are in Brussels.

Mr. Barnett

William S. McCalmont, manager, northern European operations, Control Data Corp., appointed managing director of European operations for Memorex Corp., with headquarters in Maidenhead, England.

A. G. Tony Miller, with J. Walter Thompson Ltd., Toronto, appointed account representative.

Deaths

J. Fred Schoellkopf IV, 59, chairman of board and chief executive officer of Marine Midland Banks Inc., Buffalo, N.Y., died Dec. 7 in his home of gun-

shot wounds. He was once associated with Transcontinent Television Corp., group owner, which sold broadcast holdings in February, 1964, for \$38.5 million. Holdings included WGR-AM-FM-TV Buffalo, N.Y.; WDAF-AM-FM-TV, Kansas City, Mo.; WNEP-TV Scranton-Wilkes-Barre, Pa.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif. He is survived by his wife, Patricia, one son and four daughters.



Mr. Lambe

Robert M. Lambe Jr., 49, former president of WTAR-AM-FM-TV Norfolk, Va., and chief executive officer of broadcast division of Norfolk-Portsmouth Newspapers Inc., parent company of WTAR stations and WFMY-TV Greensboro, N.C. died Dec. 9 in Virginia Beach (Va.) hospital. He was charter member of Television Pioneers, past president of Virginia Association of Broadcasters, and past president of Virginia AP Broadcasters. He is survived by his wife, Laura.

Jean-Paul Lemire, 54, general manager of CKCH(AM) Hull, Que., died Dec. 3 at Ottawa General hospital in Ottawa after brief illness. Mr. Lemire had been manager of CKCH for more than 20 years. He is survived by his wife, Lorette and three children.

Howard W. Moffat, 57, franchise representative for Teleprompter Corp., New York, and veteran in CATV business, died Dec. 1 at his home in St. Petersburg, Fla., after brief illness.

Ruth White, 55, character actress whose roles included Emmy-winning performance in TV drama "Little Moon of Alban," died of cancer Dec. 3 in Perth Amboy (N.J.) hospital.

Vance D. Hicks, 54, former senior media buyer at Young & Rubicam, New York, until his resignation last year, died Dec. 8, at Norwalk hospital, Conn. Mr. Hicks was at Y&R for 30 years.



Mr. Brett

He is survived by his wife, Marguerite, one son and one daughter.

Janey Braham, 32, hostess of *Romper Room* on WTAE-TV Pittsburgh, died Dec. 4 at home. She is survived by her husband and three children.

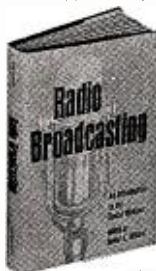
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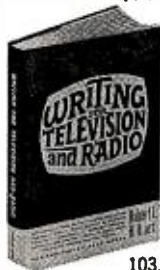
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As compiled by BROADCASTING, Dec. 2 through Dec. 9 and based on filings, authorizations and other FCC actions.

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 authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Application

■ *Trenton, N.J.—New Jersey Public Broadcasting Authority. Seeks UHF ch. 52; ERP 1,391.9 kw vis., 261 kw aur. Ant. height above average terrain 890 ft.; ant. height above ground 975 ft. P.O. address: c/o William H. King, 1573 Parkside Avenue, Ewing township, Trenton 08638. Estimated construction cost \$2,578,792; first-year operating cost \$2,500,000; revenue none. Geographic coordinates 40° 17' 00" north lat., 74° 41' 20" west long. Type trans. RCA TTU-60A. Type ant. RCA TFU-46K. Legal counsel none; consulting engineer Paul Godley Co., Upper Montclair, N.J. Principals: Dr. Edward J. Meade Jr., chairman of board, et al. Ann. Dec. 2.

Final action

■ Butte, Mont.—KMSO-TV Inc. FCC granted VHF ch. 6; ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 1,943 ft.; ant. height above ground 227 ft. P.O. address: c/o Dale G. Moore, 340 West Main Street, Missoula, Mont. 59801. Estimated construction cost \$104,711; first-year operating cost \$35,000; revenue \$144,000. Geographic coordinates 46° 00' 27" north lat.; 112° 26' 30" west long. Type trans. GE TT-22-A. Type ant. RCA TF-6BM. Legal counsel Fisher, Wayland, Duvall and Southmayd; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Dale G. Moore, president 79.36%, Fairviews Development Co., 20.63%, et al. Mr. Moore owns 92.5% of KCAP(AM) Helena, 98.32% of KGVO-AM-TV Missoula, 98% of KCFW-TV Kalispell, all Montana, 33 1/3% of KFTL(AM) Twin Falls, Idaho, and 50% of KCOY-TV Santa Maria, Calif. Other principals of KMSO-TV Inc. own remaining interests in preceding broadcast properties. Action Dec. 3.

Action on motion

■ Hearing Examiner Forest L. McClenning in Battle Creek, Mich. (West Michigan

Telecasters Inc.), TV proceeding, granted petition by applicant and dismissed application without prejudice; terminated proceeding. (Doc. 17976). Action Dec. 2.

Other actions

■ Review board in San Francisco, TV proceeding, Doc. 18500, appeal from presiding officer's adverse ruling, filed Nov. 10 by Albert Kihn and Blanche Streeter denied; request for expedited action filed Nov. 25 by Albert Kihn and Blanche Streeter dismissed. Action Dec. 4.

■ Review board in Tijuana, Mex., TV proceeding, Doc. 18606, dismissed motion to dismiss, filed Aug. 26 by Western Telecasters Inc., denied motion to enlarge issues, filed Aug. 13 by Radio Television, S. A., and Bay City Television Inc. Board Member Nelson not participating. Action Dec. 2.

Rulemaking petition

■ FCC proposed extension of time from 8 to 18 months for UHF-VHF permittees to construct in notice of proposed rulemaking. Action Dec. 3.

Designated for hearing

■ Boston—FCC set for hearing mutually exclusive applications of RKO General Inc. Community Broadcasting of Boston Inc. and The Dudley Station Corp. Application of RKO requests renewal of license to operate WNAC-TV on ch. 7. Boston, and applications of Community and Dudley request CP's for new TV's on ch. 7. Action Dec. 3.

Existing TV stations

Application

■ WXON(TV) Detroit—Requests CP, change from ch. 62 to ch. 23; ERP to 582 kw vis. 63.1 kw. aur. Ann. Dec. 4.

Final actions

■ KATV(TV) Little Rock, Ark.; KTUL-TV Tulsa, Okla.—Broadcast Bureau granted mod. of licenses covering changes in name to Leake TV Inc. Action Dec. 3.

■ KEMO-TV San Francisco—Broadcast Bureau granted license covering permit authorizing new station. Action Dec. 3.

■ KPIX(TV) San Francisco—FCC denied application for review of a Broadcast Bureau letter March 12 denying fairness doctrine complaint against KPIX, licensed to Westinghouse Broadcasting Corp., filed by Boat Hall Student Association, Boat Hall School of Law, University of California at Berkeley. Action Dec. 3.

■ KRON-TV San Francisco—FCC granted application by Chronicle Broadcasting Co. to change trans. location, equipment, and increase ant. height to 1660 ft. New trans. location will be on Mt. Sutro, and will involve new tall tower for joint use by several San Francisco TV's. Action Dec. 3.

■ KNTV(TV) San Jose and K12DU Saratoga-Los Gatos, both California—Broadcast Bureau granted mod. of licenses covering change in name to Gill Industries. Action Dec. 4.

■ WLBT(TV) Jackson, Miss.—FCC, acting under directive of U.S. Court of Appeals for District of Columbia Circuit of June 20, 1969, vacated its grant of June 28, 1968, of application by Lamar Life Broadcasting Co. for renewal of license for ch. 3 facility, and invited other applicants to file within 60 days for regular authorization to operate on ch. 3; commission accepted for filing application by Civic Communications Corp. for ch. 3, which had been tendered for filing March 12 and dismissed as moot Civic Communications' petition for waiver of rules for acceptance of application and related pleadings. Action Dec. 3.

■ KTVO(TV) Kirksville, Mo.—Broadcast Bureau granted mod. of licenses covering change in name to KTVO Inc. Action Dec. 4.

■ WPIX(TV) New York—Hearing Examiner James F. Tierney granted petition by WPIX Inc. for permission to amend renewal application to include additional information on efforts to ascertain community needs and interests and change in ownership of preferred stock (Docs. 18711-2). Action Nov. 25-26.

■ WPIX(TV) New York—Hearing Examiner James F. Tierney granted motion by WPIX Inc. and rescheduled prehearing conference to Jan. 5, 1970; postponed, without date, hearing now scheduled for Jan. 5, 1970 (Docs. 18711-12). Action Dec. 5.

■ WUBC(TV) Greensboro, N.C.—Broadcast Bureau granted license covering permit authorizing new station. Action Dec. 4.

■ WHKY-TV Hickory, N. C.—Broadcast Bureau granted license covering permit authorizing new commercial TV. Action Dec. 4.

■ KWTV(TV) Oklahoma City — Broadcast Bureau granted mod. of license covering change in name to Griffin Television Inc. Action Dec. 3.

■ WDAU-TV Scranton, Pa.—FCC granted application of Scranton Broadcasters Inc. for new UHF translator to serve Williamsport, Pa., on ch. 74. Commission waived separation requirements of rules to make grant. Action Dec. 3.

■ Charleston, S.C.—FCC denied petition to reconsider and to grant without hearing filed July 28 by South Carolina Educational Television Commission [WITV(TV)], Reeves Telecom Corp. [WUSN-TV], First Charleston Corp. [WCIV(TV)] and WCSC Inc. [WCSC-TV], all Charleston, S.C. (Docs. 18569, 18570, 18571 & 18572). Petitioners sought reconsideration of memorandum opinion and order released June 26 which designated for hearing their applications to move trans. sites of respective stations from four separate locations between one and seven miles east of Charleston to 2000 foot tower approximately 20 miles northeast of center of city. Action Dec. 3.

■ KHSD-TV Lead, S.D.—Broadcast Bureau granted mod. of CP to extend completion date to June 2, 1970. Action Dec. 2.

■ KERA-TV Dallas — Broadcast Bureau granted mod. of license covering change in name to Public Television Foundation for North Texas. Action Dec. 2.

Actions on motions


■ Hearing Examiner Basil P. Cooper in San Diego, Calif. (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, granted request by Gross Broadcasting Co. and extended to Dec. 3, time to file proposed findings of fact and conclusions of law (Doc. 18377). Action Dec. 3.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV]), TV proceeding, granted motion by Washington Community Broadcasting Co. for leave to take depositions after initial prehearing conference and denied request by United Television and United Broadcasting Inc. for protective order (Docs. 18559-63). Action Nov. 20.

■ Hearing Examiner Ernest Nash in Hutchinson, Kan. (Minneapolis Star and Tribune

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[transferor] and WKY Television System Inc. (transferee), transfer of control Wichita-Hutchinson Inc., licensee of KTVH-TV, ordered transcript of Nov. 19 hearing corrected (Doc. 18631). Action Nov. 28.

■ Hearing Examiner Ernest Nash in Hutchinson, Kan. (Minneapolis Star and Tribune Co. [transferor] and WKY Television System Inc. [transferee]), transfer of control of Wichita-Hutchinson Inc., licensee of KTVH-TV, granted petition by WKY Television System Inc. for leave to amend application to amend by substituting exhibit which is more up-to-date balance sheet for WKY (Doc. 18631). Action Dec. 2.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Commission [WITV(TV)], et al.), TV proceeding, granted petition by Columbia Television Broadcasters Inc. for leave to intervene (Docs. 18569-72). Action Dec. 1.

Other action

■ FCC requests information following complaint by Topper Corp., Elizabeth, N. J., a toy manufacturer, against the ABC-TV network and Mattel Inc. of Hawthorne, Calif., competing toy manufacturer, from ABC Inc., New York, on Saturday morning *Hot Wheels* series. Action Dec. 3.

Network affiliations

CBS

■ Formula: In arriving at clearance payments CBS multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. CBS deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WKTR-TV Kettering, Ohio (Kittyhawk Television Corp.). Contract dated Aug. 15, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate not indicated. Compensation paid at 30% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WALA-TV Mobile, Ala. (Universal Communications Corp.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Nov. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$700 for full-rate periods (\$655 as of March 1, 1970). Compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KRON-TV San Francisco (Chronicle Broadcasting Co.). Amendment dated Nov. 26, 1969, to contract dated Dec. 1, 1967, changes network rate for full-rate periods from \$2,750 to \$2,572, effective March 1, 1970.

■ WAVE-TV Louisville, Ky. (Orion Broadcasting Inc.). Contract dated Oct. 21, 1969, replaces one dated April 8, 1969; effective July 22, 1969 for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,650 for full-rate periods. Compensation paid at 33 1/3% of all equivalent hours, multiplied by prime-time rate.

■ WKY-TV Oklahoma City (WKY Television System Inc.). Contract dated April 18, 1968, replaces one dated Aug. 21, 1962; effective May 1, 1968, to Oct. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,275 for full-rate periods; compensation paid at 33 1/3% of all equivalent hours, multiplied by prime-time rate.

■ WJAC-TV Johnstown, Pa. (WJAC Inc.). Amendment dated Nov. 26, 1969, amends contract dated Feb. 15, 1968; effective June 30, 1968, for two years and self-renewable

for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,300 for full-rate periods (\$1,216 as of March 1, 1970). Compensation paid at 33 1/3% of all equivalent hours, multiplied by prime-time rate.

■ KJAC-TV Beaumont-Port Arthur, Tex. (Texas Goldcoast Television Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Oct. 22, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$560 for full-rate periods (\$524 as of March 1, 1970). Compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WTAP-TV Parkersburg, W. Va. (Broadcasting Services Inc.). Amendment dated Nov. 26, 1969, to contract dated July 9, 1969, changes network rate for full-rate periods from \$100 to \$94, effective March 1, 1970.

New AM stations

Application

■ Newport News, Va.—Virginia Peninsula Broadcasting Corp. Seeks 940 kc, 1 kw-D. P.O. address: 607 Plaza One Building, Norfolk, Va. 23510. Estimated construction cost \$18,783; first-year operating cost, \$97,033; revenue \$100,000. Principals: Daniel E. Hydrick Jr., sole owner. Mr. Hydrick owns 30% of Hendersonville County Cable TV. CATV systems in N.C., 50% of applicant for new AM at Charlottesville and 20% of applicant for new FM at Virginia Beach, both Virginia. Mr. Hydrick also owns advertising and sales firm, promotion-sales firm, has real estate interests and is salesman. Ann. Nov. 3.

Actions on motions

■ Office of Opinions and Review in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co. et al.), AM proceeding, granted petition by Broadcast Bureau and extended through Dec. 1 time to respond to petition for declaratory ruling filed by Tinker Area Broadcasting Co. (Docs. 13341-2, 13344). Action Nov. 26.

■ Office of Opinions and Review in Clarkston, Wash. (Clarkston Broadcasters), AM proceeding, granted motion by Clarkston Broadcasters and extended through Dec. 8 time to file opposition to joint application for review filed by Lewis-Clark Broadcasting Co. and KRLC Inc. (Doc. 18124). Action Nov. 28.

■ Hearing Examiner Basil P. Cooper in Graham, Asheboro and Rose Hill, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc. et al.), AM proceeding, granted petition by applicants and continued evidentiary hearing to Jan. 21, 1970 (Docs. 18441-3 and 18445). Action Nov. 25.

■ Hearing Examiner Basil P. Cooper in Waynesboro, Pa. (TV Cable of Waynesboro Inc.), AM proceeding, granted petition by applicant for leave to amend application to make minor changes in electrical parameters and slightly alter orientation of spaces between adjacent towers to avoid minor but prohibited interference to WNEW New York (Doc. 18493). Action Dec. 3.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music Broadcasting Co.), AM proceeding, granted petition by Sumiton Broadcasting and extended to Dec. 3 time to file exhibits relating to issues other than strike issue and for filing of amendment (Docs. 18204-5). Action Dec. 2.

■ Hearing Examiner Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.), AM proceeding, on motion by Lawrence County Broadcasting Corp. ordered record reopened for purpose of allowing additional programing evidence and scheduled oral argument for Dec. 4 (Docs. 18235-6). Action Nov. 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K&M Broadcasters Inc. & Molly Pitcher Broadcasting Inc.), AM proceeding, granted petition by Molly Pitcher Broadcasting Inc. for leave to amend application to reconstitute and bring up to date alleged financial qualification; additionally certain minor corrections made in application (Docs. 18292-3). Action Dec. 2.

■ Acting Chief Hearing Examiner Jay A. Kyle in Shenandoah, Iowa (Sandern of Iowa Inc., Shenandoah Broadcasting Co., Buddy Tucker Evangelistic Association Inc. and C&H Broadcasting Inc.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Jan. 6, 1970, and hearing for Feb. 4, 1970 (Docs. 18746-9. Action Nov. 24).

■ Hearing Examiner Forest L. McClenning in Sioux Falls, S.D. (Sioux Empire Broadcasting Co.), AM proceeding, set hearing for Dec. 1 (Doc. 17174). Action Nov. 25.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, ordered initial proposed findings of fact and conclusions filed by Jan. 15, 1970, and optional replies by Feb. 16, 1970 (Doc. 18225). Action Dec. 3.

Call letter applications

■ Blue Ribbon Broadcasting Inc., Pittsfield, Mass. Requests WIOM.

■ Alvin L. Korngold, Albuquerque, N. M. Requests KAMX.

Call letter action

■ Christian Broadcasters, Richmond, Ky. Granted WCBR.

Existing AM stations

Final actions

■ KPGE Page, Ariz.—FCC declared forfeit license of Lake Powell Broadcasting Inc. to operate Class IV AM and deleted call letters. Action Dec. 3.

■ KREX Grand Junction, Colo.—Broadcast Bureau granted CP to replace expired permit for changes. Action Nov. 20.

■ WLIZ Lakeworth, Fla.—Broadcast Bureau granted license covering changes; specify type trans. Action Dec. 3.

■ WMGA Moultrie, Ga.—Broadcast Bureau granted license covering changes; specify type trans. Action Dec. 5.

■ KWK St. Louis—FCC denied request for stay filed by Karin Broadcasting Co., corporation made up of majority of employees of Radio Thirteen Eighty Inc., interim operator of former KWK and directed against Commission action which approved joint agreement of eight applicants for former KWK facility (Docs. 17210-15, 17217, 17219). Action Dec. 3.

■ KRWL Carson City, Nev.—Broadcast Bureau granted CP to replace expired permit for changes. Action Nov. 20.

■ WTKO Ithaca, N.Y. — Broadcast Bureau granted CP to change from 1 kw to 500 w, 1 kw-local sunset, D-N, U with separate nighttime site at 0.7 mile east of State Rt. 96 on King Schoolhouse Rd., South of Ithaca, N.Y.; conditions. Actions Dec. 3.

■ WBTE Windsor, N.C.—Broadcast Bureau granted license covering new station; specify type trans. Action Dec. 1.

■ WHLO Akron, Ohio—Broadcast Bureau granted CP to change type auxiliary trans.; change location to southwest corner of Minor Rd. and Cleveland-Massillon Rd., near Copley, Ohio. Action Dec. 2.

■ WCMJ Chester, S.C.—Broadcast Bureau granted license covering new FM; ant. height 360 ft.; ERP 2 kw; remote control permitted. Action Dec. 1.

■ WCCP Clemson, S.C.—Broadcast Bureau granted license covering new station; specify studio and remote control location as 208 College Ave. Action Dec. 1.

■ WSLV Ardmore, Tenn.—Broadcast Bureau granted CP to change frequency 1110 kc; change power to 1 kw-D and make changes in ground system. Action Dec. 4.

■ WFAA Dallas—Broadcast Bureau granted mod. of CP to change daytime MEOV's. Action Dec. 4.

■ WBAP Fort Worth, Tex.—Broadcast Bureau granted mod. of CP to change daytime MEOV's. Action Dec. 4.

■ KETX Livingston, Tex.—Broadcast Bureau granted remote control. Action Dec. 4.

■ Polk County Broadcasting Co. Livingston, Tex.—Broadcast Bureau granted remote control; second remote control point at KETX-(AM) located 0.8 mi. north northeast of city limits of Livingston. Action Dec. 4.

Summary of broadcasting

Compiled by FCC, Dec. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,255	2	10	4,267	76	4,343
Commercial FM	2,025	0	45	2,070	134	2,204
Commercial TV-VHF	495	2	11	518	15	523
Commercial TV-UHF	124	0	57	181	132 ¹	313
Total commercial TV	619	2	66	687	149	836
Educational FM	378	0	13	391	49	440
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	13	118
Total educational TV	167	0	15	182	20	202

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

■ WHHV Hillsville, Va.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Dec. 7.

Initial decision

■ WCFV Clifton Forge, Va.—Hearing Examiner Herbert Shartman in initial decision proposed probationary, one year license renewal for Image Radio Inc. (Doc. 17945). Action Dec. 2.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co., Christian Broadcasting Co. and Tim Timothy Inc. [KBHS]), AM-FM proceeding, granted request by Broadcast Bureau and extended to Dec. 31 time to file proposed findings of fact and conclusions of law and to Jan. 14, 1970, time to file replies (Docs. 18241, 18388 and 18591). Action Dec. 3.

■ Hearing Examiner Basil P. Cooper in Norristown, Pa. (WNAR Inc. [WNAR]), AM proceeding, granted petition by Broadcast Bureau and extended to Dec. 19 time to file proposed findings of fact and conclusions and to Jan. 16 time to file reply findings (Doc. 14952). Action Dec. 3.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Inc.), revocation of license of WLAS, scheduled further prehearing conference for Dec. 2 (Doc. 18549). Action Dec. 1.

Call letter application

■ WMKT, South St. Paul Broadcasting Co., South St. Paul, Minn. Requests KDAN.

New FM stations

Applications

■ Searcy, Ark.—Tellum Broadcasting Co. of Searcy Inc. Seeks 99.3 mc, 3 kw. Ant. height above average terrain 285 ft. P.O. address 4609 Sunnyside Court, Little Rock, Ark. 72209. Estimated construction cost \$23,917.90; first-year operating cost \$27,970; revenue \$40,000. Principals: Paul Samuel and Levoy Patrick Demaree, treasurer and president (each 49%), respectively, and family. Paul S. Demaree is announcer-engineer for KLRA(AM) Little Rock, Ark. Levoy P. Demaree owns 20% of KFAY(AM) and 15% of applicant to purchase KFAV(FM) both Fayetteville, Ark. Ann. Dec. 8.

■ Lancaster, Calif.—Albert S. Medlinsky. Seeks 106.3 mc, 3 kw. Ant. height above average terrain 134.25 ft. P.O. address 621 West Avenue J-11, Lancaster 93534. Estimated construction cost \$51,970. first-year operating cost \$36,000; revenue \$36,000. Principals: Albert S. Medlinsky, sole owner. Mr. Medlinsky has real estate partnership with wife. Ann. Nov. 20.

■ *Washington—Howard University. Seeks 89.3 mc, 317 w. Ant. height above average terrain 151.2 ft. P.O. address 45th and College Street, N.W., Washington 20001. Estimated construction cost \$35,290.44; first-year operating cost \$30,000; revenue none. Principals: Scovel Richardson, chairman of board of trustees, et al. Ann. Dec. 8.

■ Preston, Minn.—KFIL Inc. Seeks 103.1 mc, 3 kw. Ant. height above average terrain 282 ft. P.O. address Box 377, Preston 55965. Estimated construction cost \$29,749.10; first-year operating cost \$15,000; revenue \$32,000. Principals: Obed S. Borgen, sole

owner. Mr. Borgen owns KFIL(AM) Preston and WWDA(AM) Wisconsin Dells, both Wisconsin. Ann. Dec. 8.

■ Hampton, S.C.—Hampton County Broadcasters Inc. Seeks 103.1 mc, 3 kw. Ant. height above average terrain 142 ft. P.O. address Highway 601, West, Hampton 29924. Estimated construction cost \$7,250; first-year operating cost \$10,850; revenue \$3,000. Principals: Joseph B. and Gwen P. Wilder, president (80.6%) and vice president-secretary (0.6%), respectively, et al. Principals own WBAW-AM-FM Barnwell, S.C. and WBHC(AM) Hampton, S.C. Ann. Dec. 8.

■ San Marcos, Tex.—Advance Inc. Seeks 103.7 mc, 90.5 kw. Ant. height above average terrain 595 ft. P.O. address 1011 West 11th Street, Austin, Tex. 78703. Estimated construction cost \$68,400; first-year operating cost \$40,000; revenue \$48,000. Principals: R. Miller Hicks, sole owner. Mr. Hicks owns business development and consultant firms, 20% of KJOE(AM) Shreveport, La., 33¼% of metal building contractor and 25% of shopping center development. Ann. Dec. 8.

Final action

■ *Prestonsburg, Ky.—Prestonsburg Community College. Broadcast Bureau granted 89.1 mc, 10 w. Ant. height above average terrain 41 ft. P.O. address North Lake Drive, Prestonsburg 41653. Estimated construction cost \$7,545; first-year operating cost \$1,000; revenue none. Principals: Governor Louis B. Nunn, chairman of board, et al. Action Dec. 3.

Actions on motions

■ Chief, Broadcast Bureau on request of Collins Broadcasting Corp., extended through Dec. 16 time to reply to opposition of Dr. Alfred C. Valdez and Lew Breyer & Associates in matter of amendment of FM table of assignments (Waupun, Wisconsin). Action Dec. 4.

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp.), FM proceeding, denied petition by El Camino Broadcasting Corp. to reopen record for acceptance of late filed exhibit (Doc. 17648). Action Nov. 25.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, continued further hearing to Dec. 12 (Docs. 18456-7). Action Dec. 3.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co., et al.), FM proceeding, granted petition by Auburn Publishing Co. and extended to Dec. 5, time to respond to petition of Monroe County Broadcasting Inc. for leave to amend application (Docs. 18673-6). Action Dec. 1.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting Co.), FM proceeding, granted motion by Progressive Broadcasting Co. and dismissed with prejudice application of Big Chief Broadcasting Co. of Lawton Inc. (Docs. 18599-600). Action Dec. 2.

■ Acting Chief Hearing Examiner Jay A. Kyle in Culpeper, Va. (Culpeper Communications Inc. and Culpeper Broadcasting Corp.), FM proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer; scheduled prehearing conference for Jan. 6, 1970, and hearing for Feb. 5, 1970 (Docs. 18744-5). Action Nov. 24.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, granted petition by WKTS Inc. and extended to Dec. 1 time to file proposed findings of fact and conclusions of law and to Dec. 15 time to file replies (Doc. 18374). Action Nov. 25.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, ordered proposed findings of fact and conclusions of law filed by Dec. 8, and replies by Dec. 22 (Doc. 18374). Action Nov. 28.

■ Hearing Examiner Forest L. McClenning in Glendale, Ariz. (Glendale Broadcasting Corp.), FM proceeding, granted petition by applicant for leave to amend application to substitute new loan commitment bearing substantively identical terms with previous commitment which by its terms has expired (Doc. 18486). Action Dec. 2.

■ Hearing Examiner Ernest Nash in Humboldt, Iowa (Stephen E. Dinkel and Christensen Broadcasting Inc.), FM proceeding, postponed prehearing conference for Dec. 10 (Docs. 18647-8). Action Dec. 2.

■ Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, denied petition by Irwin O'Conner for leave to amend application; dismissed supplement to petition for leave to amend (Docs. 18547-8). Action Nov. 26.

■ Hearing Examiner Herbert Shartman in Grenada, Miss. (Grenada Broadcasting Inc. and Pemberton Broadcasting Inc.), FM proceeding, rescheduled prehearing conference for Jan. 12 (Docs. 18735-6). Action Dec. 2.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, set certain dates; scheduled evidential phase for Feb. 24, 1970 (Docs. 18634-5). Action Nov. 26.

Other actions

■ Washington—FCC denied reconsideration action denying petition by National Education Foundation Inc. (NEF) to turn down application of Pacifica Foundation for new non-commercial educational FM (Docs. 18634 & 18635). Action Dec. 3.

■ Review board in New York, FM proceeding, Docs. 17454-55, granted joint request for further extension of procedural dates, filed Dec. 3 by Fairleigh Dickinson University and New York University. Action Dec. 5.

■ Review board in Rochester, N. Y., FM proceeding, Docs. 17673-76, granted petition for extension of time filed Nov. 26 by Auburn Publishing Co. Action Dec. 2.

■ Review board in Berwick, Pa., FM proceeding, Docs. 17884-85, adopted memorandum opinion and order retaining application of Berwick Broadcasting Corp. in hearing status for limited purpose of resolving issues. Action Dec. 4.

Rulemaking petitions

■ Vivid Music Enterprises, Washington, Iowa—Requests amendment of FM table of assignments to add ch. 232A at Anamosa and ch. 228A and 264 at Iowa City, both Iowa. Ann. Dec. 8.

■ Triangle Broadcasting Inc., Drew, Miss.—Requests amendment of rules to assign ch. 237A to Drew, Miss. Ann. Dec. 8.

■ Hugo, Okla.-Paris, Tex.—FCC proposed three alternatives to petition by Eastern Oklahoma Television Inc., licensee of K TEN(TV) Ada, Okla., for replacement of educational ch. *15 with educational ch. *42 at Hugo, Okla., and reassignment of ch. *15, presently at Hugo, to commercial use as hyphenated assignment at Hugo, Okla.-Paris, Tex., in notice of proposed rulemaking. Alternatives proposed are: ch. *42 at Hugo, Okla., and ch. 15 at Hugo, Okla.-Paris, Tex.; or ch. 15, *42 at Okla.; or ch. *42 at Hugo, Okla., and ch. 15 at Paris, Tex. Ann. Dec. 4.

Call letter applications

■ Breckinridge Broadcasting Co., Hardinsburg, Ky. Requests WHIC-FM.

■ Woodrider Broadcasting Co., Versailles, Ky. Requests WVKY(FM).

■ Mount Union College, Alliance, Ohio. Requests *WMPR(FM).

Call letter actions

■ Dixie Radio, Inc., Eufaula, Ala. Granted WULA-FM.

■ Illinois Valley Broadcasting Co., Havana, Ill. Granted WDUK(FM).

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- Bradley University, Peoria, Ill. Granted *WCBU(FM).
- Mount Mercy College, Cedar Rapids, Iowa. Granted *KWMMR(FM).
- London Broadcasting Inc., London, Ky. Granted WFTG-FM.
- University of Nebraska, Lincoln, Neb. Granted *KRNU(FM).

Existing FM stations

Final actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for following FM's: KNPW-FM Eugene, Ore., to March 1, 1970; WIOV(FM) Ephrata, Pa., to June 1, 1970; WKYN-FM San Juan, P. R., to April 26, 1970; *KNCT-FM Killeen, Tex., to June 1, 1970. Actions Dec. 3.
- WFMH-FM Cullman, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1970. Action Dec. 3.
- KPAY-FM Chico, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and ant., ant. height 43 ft.; ERP 8.6 kw; condition. Action Nov. 26.
- KECR(FM) El Cajon, Calif.—Broadcast Bureau granted CP to change trans. location to San Miguel Mountain, 13 miles east of San Diego; change type ant.; make changes in ant. system, ant. height 1850 ft.; ERP 2 kw; remote control permitted. Action Dec. 3.
- KMJ-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to June 1, 1970. Action Dec. 3.
- KPPI(FM) Roseville, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and ant., ant. height 130 ft.; condition. Action Dec. 2.
- KVFS(FM) Vacaville, Calif.—Broadcast Bureau granted CP to replace expired permit. Action Dec. 4.
- KCSU-FM Fort Collins, Colo.—Broadcast Bureau granted CP to change trans. location to ½ mile north of extreme west end of LaPorte Ave.; change trans. and ant.; make changes in ant. system, ant. height minus 360 ft.; ERP 2 kw; remote control permitted. Action Dec. 3.
- WHCN(FM) Hartford, Conn.—Broadcast Bureau granted mod. of license to change studio location to 100 High Street, Hartford, Conn., and to operate trans. by remote control from studio location. Action Dec. 4.
- WGVF(FM) Gainesville, Fla.—Broadcast Bureau granted mod. of CP to change trans. and studio location to County Rd. southwest 30, Gainesville; change type trans. and ant.; make changes in ant. system, ant. height 265 ft.; condition. Action Dec. 5.
- WLOV-FM Washington, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 21, 1970. Action Dec. 3.
- WSIE(FM) Edwardsville, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to May 28, 1970. Action Dec. 3.
- WSHY(FM) Shelbyville, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 21, 1970. Action Dec. 3.
- WMGE(FM) Danville, Ky.—Broadcast Bureau granted remote control. Action Dec. 4.
- WWJ-FM Detroit—Broadcast Bureau granted mod. of CP's to extend completion dates to March 20, 1970. Action Dec. 3.
- *KCCM-FM Moorhead, Minn.—Broadcast Bureau granted CP to replace expired permit; condition. Action Nov. 26.
- KROC-FM Rochester, Minn.—Broadcast Bureau granted remote control. Action Dec. 1.
- WSJC-FM Magee, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 15, 1970. Action Dec. 3.
- KRCH(FM) St. Louis—FCC granted application by Foreground Music Inc. for CP to change trans. site and facilities. Action Dec. 3.
- WNCN(FM) New York—Broadcast Bureau granted mod. of CP to add voice material. Action Dec. 5.
- WQMG(FM) Greensboro, N. C.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Dec. 1.
- WMFD-FM Wilmington, N. C.—Broadcast Bureau granted license covering new FM on 100.9 mc; ant. height 350 ft.; ERP 2.15 kw. Action Dec. 1.
- WTGR-FM Myrtle Beach, S. C.—Broadcast Bureau granted license covering new station on 101.7 mc; ant. height 145 ft.; ERP 3 kw. Action Dec. 1.
- WCOR-FM Lebanon, Tenn.—Broadcast Bureau granted remote control. Action Dec. 1.
- KXYZ-FM Houston—Broadcast Bureau granted CP to make changes in trans. equipment. Action Dec. 3.
- KCOR-FM San Antonio, Tex.—Broadcast Bureau granted CP to change studio and remote control location to 411 East Durango Blvd.; change type trans.; install vert. polarization; condition. Action Dec. 3.
- *KBYU-FM Provo, Utah.—Broadcast Bureau granted CP to change type ant.; make changes in ant. system, ant. height 3630 ft.; ERP 4 kw. Action Dec. 3.
- KFMC(FM) Provo, Utah—Broadcast Bureau granted CP to replace expired permit. Action Dec. 3.
- WISN-FM Milwaukee—Broadcast Bureau granted CP to change type trans. and ant. Action Dec. 3.
- WTMJ-FM Milwaukee—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 kc. Action Dec. 5.

Call letter actions

- KMMK(FM), J. C. Stallings, Little Rock, Ark. Granted KRAA(FM).
- KPGM(FM), Peninsula Broadcasting Corp., Los Altos, Calif. Granted KPEN(FM).
- KCJC(FM), Starr Broadcasting of Kansas Inc., Kansas City, Kan. Granted KUDL-FM.
- WFMV(FM), Professional Broadcasting Inc., Richmond, Va. Granted WEZS(FM).

Renewal of licenses, all stations

- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV by separate actions, denied request by Broadcast Bureau for declaratory rule; denied motion by Chronicle Broadcasting Co. to compel answers to interrogatories propounded to Albert Kihn, Blanche Streeter, and Broadcast Bureau seeking identity and knowledge of everyone knowing anything relevant to any incident or situation concerning which evidence is to be offered (Actions Nov. 25); denied request by California counsel for complainants for prehearing conference in San Francisco (Doc. 18500). Action Nov. 26.
- Hearing Examiner Chester F. Naumowicz in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted requests by Broadcast Bureau to extent Chronicle be directed to produce all documents related to efforts to obtain CATV franchises in South San Francisco, Vallejo and San Carlos, all California; ordered documents produced within 15 days of release of order at place mutually agreeable to Chronicle and Broadcast Bureau (Doc. 18500). Action Dec. 2.
- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted motion by Albert Kihn and Blanche Streeter to extent that Chronicle will produce for complainants copies of all documents heretofore supplied or ordered to be supplied Broadcast Bureau pursuant to Bureau's July 8 and Aug. 4 motions to produce; granted motion by Chronicle to extent that examiner's protective orders released Aug. 20 and 27 are modified to provide that they shall be applicable to all information obtained through use of commission's discovery procedures, but that any such information may be utilized in preparation for trial by disclosing it to potential witnesses, provided that potential witnesses are first advised of existence of protective orders and agree not to further communicate information until time as it may have been received in evidence in hearing; by separate action, ordered Dec. 5 prehearing conference advanced one day (Doc. 18500). Action Dec. 3.
- WTOP-AM-FM-TV Washington—FCC granted renewal of licenses to Post-Newsweek Stations, Capital Area Inc. Commission informed two petitioners who had requested denial of renewal that they had not advanced "adequate reasons" to deny applications. Action Nov. 25.
- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WRC-TV Washington and WNBC-TV New York. Actions Dec. 2, KCBD Lubbock, Tex.; WDOE Dunkirk,

- N. Y.; WFRE(FM) Frederick, Md.; WOVE Welch, W. Va.; WPAR Parkersburg, W. Va.; WPME Punxsutawney, Pa.; WRRA Luray, Va.; WIFM-AM-FM Elkin, N. C.; WYNG Goldsboro, N. C.; KLRD(FM) San Diego, Calif.; WFLY(FM) Troy, N. Y. Actions Dec. 3.
- Broadcast Bureau granted renewal of licenses for following VHF translators: K10EJ and K12DM both Prescott, K07EC, K09EF and K12EN all Royal City and Beverly, K09FO Northwest section of Spokane, K09FZ Spokane, Minnehaha Park and East Valley, K10FX Northwest Pacific Heights of Spokane, K11GD North Spokane, K13HE Baxter Hospital and Downriver areas of Spokane, K02CV Sumner and Puyallup, K02CU Western shore of Lake Washington, Seattle, K08FA Agricultural area in vicinity of Cle Elum, K10FG Agricultural area in vicinity of Cle Elum, K13CH Douglas and vicinity, K03BB and K13DQ both Glenwood, K08BY, K10FV and K12BZ all Grand Coulee and Electric City, K04EI Vancouver, K07CV, K11DC and K13DA Azwell, K02EJ agricultural area in vicinity of Cle Elum, K75BB Booster No. 2 Monitor, Cashmere and surrounding areas, K08CG Malaga, South Wenatchee and Sunnyslope area, K09CL Rural Rock Island and Malaga areas, K75BB Booster No. 1 Rural Baker Flat area, all Washington. Actions Nov. 28.
- Broadcast Bureau granted renewal of licenses for following UHF translators: K70AM, K75AA and K79AM Mason and Chelan, K72BM Olympia, Montesano and Elma, K70EP, K73AP, K77AO and K83AJ all Quincy, K14AA Walla Walla, K82J Longview, K71BA Booster No. 1 Rural Baker Flat area, K71BA Booster No. 2 Monitor, Cashmere and surrounding areas, K73BA Booster No. 1 Rural Baker Flat area, K73BA Booster No. 2 Monitor, Cashmere and surrounding areas, all Washington. Actions Nov. 28.
- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WSOC-AM-FM-TV Charlotte, N. C.; subject to condition on outcome of now pending civil anti-trust action in which Cox Broadcasting Corp. parent of licensee, is party defendant and that licensee shall immediately notify commission of final disposition of case. WWSW-AM-FM Pittsburgh; conditioned on outcome of now pending civil anti-trust action in which Toledo Blade Co. parent of licensee, is party defendant and that licensee shall immediately notify commission of final disposition of case. WFIL-TV Philadelphia; WACO-AM-FM Baltimore; WFAX Falls Church, Va.; WHEO Stuart, Va.; WMEK Boston; WOAY-FM-TV Oak Hill, W. Va. Actions Nov. 26.
- Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K71BA, K73BA and K75BB, all East Wenatchee and East Wenatchee Bench, K83AP Centralia-Chehalis, K70DG Port Angeles, K72CI Everett, K78BM Point Pulley and surrounding west shore line of Puget Sound, Seattle, K78BQ Edmonds and Richmond Beach, Seattle, K78BU Centralia, Chehalis and Bunker, K79BD Renton and Kenydsale, K79BE Puyallup, K79BF Olympia, K80EV Lake Hill area, K80EV Bremerton, K09ES Cashmere, K09FF Rural upper Squilchuck area, K10CM Malaga and South Wenatchee and Sunnyslope area, K11CS Rural Rock Island Malaga area, K11EZ Cashmere, K11FJ Rural upper Squilchuck area, K12CF Malaga, South Wenatchee and Sunnyslope area, K13CQ Rural Rock Island and Malaga area, K13ER Cashmere, K13EZ Rural Upper Squilchuck area, K07DG Omak, Okanogan, Tunk Valley and Pine Creek area, K08CW Wakefield and Jackass Butte area, K08CY Riverside, K09DG Omak, Okanogan, Tunk Valley and Pine Creek areas, K10DK Wakefield and Jackass Butte area, K10DM Riverside, all Washington. Actions Nov. 28.
- Broadcast Bureau granted renewal of licenses to following UHF and VHF translators: K11DM Omak, Okanogan, Tunk Valley and Pine Creek area, K12CV Riverside, K12CW Wakefield and Jackass Butte area, K10GJ and K131Q both Marcus-Evans, Kettle Falls and Rice areas, K07BC, K11AS and K13DL and Bridgeport, K08CU, K10DF and K12CS all Coulee City, K09EO and K11FC both Douglas and vicinity, K81AJ Ellensburg and Kittitas Valley area, K09EC, K11EI and K13DY all Ferry, K02EC Shelton, K02EO Seattle (Beach Drive area), K08GG, K10GH and K12GM Laurier, K131J Odessa, K03AI and K05AM Oroville, K07CB, K09BM and K11BT Molson, K12BI Oroville, K03CI, K10EV and K12EL all Packwood, K08CN and K13EP both Soap Lake, Ephrata,

(Continued on page 87)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. **Deadline for copy:** Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Sales

Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top biller who went to a major market after long tenure. Send resume, billing history and picture along with letter outlining your goals to Box L-74, BROADCASTING.

Wanna bet? Bet your sales ability against a rich metropolitan market and win the right to write your own ticket in 1970! We're a young, fast growing radio group and we need an aggressive sales producer for our recently acquired full-timer in Charleston, West Virginia. We'll pay you top dollar to begin and turn you loose. The rest is up to you. If you know you can sell and want a sales position with money and advancement opportunity on an open-end basis, we offer the markets best-sounding, finest radio facility. What do you offer? Box M-68, BROADCASTING.

Account executive for AM-FM operation, western Massachusetts. Some announcing experience helpful but not necessary. Guaranteed draw against commission. Group ownership provides added advancement possibilities. Send resume. Box M-122, BROADCASTING.

Account executive with sales experience for top accounts in fast growing Northeast Illinois small market operation. Management opportunity if successful. Box M-149, BROADCASTING.

Pioneer midwest AM-FM-TV operation seeks an account man who can sell MOR and network format and keep 'em sold through dedicated service. Prefer a man who is familiar with and likes the Illinois and Iowa area. Remuneration based on ability and initiative. Paid life and hospital insurance plus pension plan. Send resume and a recent snap-shot to Box M-174, BROADCASTING.

Salesman for aggressive promotion minded station No. 1 ARB, active account list, must have experience, be creative, calling on local accounts. KWC, Stockton, California. Third oldest in country. 5635 Stratford Circle.

Salesman wanted immediately for regional Florida coastal soul and rock station. Training to be manager awaits experienced man who can build big in a large negro community. Opportunity for advancement with growing public stock company. Contact or send resume to Hudson Millar, WIRA Ft. Pierce, Florida.

Expanding small station radio group has excellent opportunity for salesman. Active account list, great future for right applicant. Send full details, Donald Thurston, Berkshire Broadcasting Co., North Adams, Massachusetts 01247.

Announcers

"Talk Man"—one of nation's leading all-talk-news stations in major market has opening for experienced talk master, preferably liberal point of view. Some news. Top salary and potential. Send resume, air check and photo to Box L-3, BROADCASTING.

Small market northeast station looking for experienced morning man, relaxed MOR plus knowledge of CGW. Also nighttime announcer, emphasis on MOR plus some Rock. Both men must be able to read. No kids or beginners, please. Box L-238, BROADCASTING.

Pennsylvania 5kw regional has opening January first for announcer with proven record in housewife time, 10 AM till 3 PM. Excellent conditions, all benefits. If you're our man, name your price. Tape and particulars to Box M-31, BROADCASTING.

Monster station southeast needs crackerjack morning personality. Red hot organization. Rush tape, photo, and resume to Box M-45, BROADCASTING.

Start the new year with an aggressive, promotion-minded group that offers retirement, hospitalization, booming medium markets, temperate climate, and excellent working conditions. If you're an experienced announcer-music director or announcer-qualified engineer, get set now to move with us. Box M-90, BROADCASTING.

Announcers continued

One of this country's most respected, progressive, Christian-oriented AM stations in midwest metro. market needs experienced announcer. Excellent opportunity. Send air check, resume, photo and salary requirements immediately to Box M-126, BROADCASTING.

Soul lock, first phone, for major market soul station. Must have experience, be able to handle tight show, be creative and interested in personal appearance and promotion. No maintenance. Box M-144, BROADCASTING.

Morning man needed, strong on time, temperature, weather. Only good voices apply. Send tape. Box M-162, BROADCASTING.

Announcer, 1-3 years experience, applications wanted. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wisconsin.

CBS affiliate in important Florida market needs a creative, mature DJ for evening show, send tape, resume and all details in first letter to Bill Taylor, program director, WDBO, Orlando, Florida 32802.

Wisconsin station seeking strong morning personality with 1st ticket. Reply to Charles R. Dickoff WEAQ, Box 1, Eau Claire, Wisconsin 54701 by sending resume, tape, and photo, or phone to make a personal appointment.

Small town Virginia station needs announcer with first class ticket. WMNA AM/FM, Gretna, Va. 24557.

Top rated 5000 watt Nebraska MOR needs experienced morning man. Must be responsible and aggressive. Salary negotiable. Call Rog Klemmer, 308-382-5420. PM's only.

Announcer-production man wanted for full time C/W station. Small market. Good opportunity. Les Woodie, P.O. Box 512, Altavista, Va. 703-369-5588.

Wanted experienced announcer-salesman. Must be able to accept responsibility; references required, and checked. If interested, please call 935-2816 area code 703.

Technical

Transmitter operator for southwest VHF. Answer Box M-109, BROADCASTING.

Wanted—chief engineer for middle of the road full-time station in Central Florida. Must hold first phone and be experienced in maintenance and repair and be familiar with three-tower directional operation. Stand night tricks from transmitter. At least three years experience required in maintenance and repair. References will be checked. Box M-127, BROADCASTING.

Chief engineer for Kentucky station, announcing and production, good working conditions with a happy staff. Air personal resume and tape. Box M-140, BROADCASTING.

Wanted: Chief engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and atmosphere for children. No announcing. Complete charge; familiar with maintenance of transmitters and studio equipment. Be own boss. Salary negotiable. Box M-147, BROADCASTING.

Beginners eligible. Start in copy/production with on job air training. Typing skill plus adlib thinking essential. WBKV, West Bend, Wisconsin.

First class licensed technician, strong on maintenance for 10kw stereo station. Send resume and salary requirements to Mr. Patrick, WCLV, Penthouse East, Terminal Tower, Cleveland, Ohio 44113.

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Salary \$6500-\$7500 depending on experience. Full fringe benefit program. Send resume to Richard L. Thompson, Interviewer, Professional-Technical Placement, 1020 L.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Technical continued

1st class engineer or 1st class engineer-announcer. 1000 watt daytime, Emporium, Pennsylvania, good opportunity for starter. Call or write, WLEM, P.O. 310, Emporium, Pa.

NEWS

Newsman. New York state. News director who can get the news and do it on the air. Congenial staff. Brand new facilities. Top working conditions. Salary open. Send tape, photo and resume. Box L-10, BROADCASTING.

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

Help wanted: Full time news director for America's Northeast top rated medium market station. Must be experienced in gathering, editing, and delivery of news on all major newscasts. Excellent salary offered. Position open January 1st, 1970. Please send tape and resume. Box M-151, BROADCASTING.

KWIX Radio wants mature, experienced early morning newsman who is not afraid to touch a console to replace 13 year veteran in that time slot. Position available now to man who wants excellent salary, all fringe benefits and security. Call Lawrence Weller in Moberly, Missouri, 816-263-1230.

Immediate opening for newsman-announcer for radio and TV. Gather, write and broadcast news. Send picture and audio tape. Call News Director, WIMA, 419-223-2060, Lima, Ohio.

Programing, Production, Others

Leading mid-west AM/FM operation will have an opening in January for the position of radio traffic manager. Situation requires an aggressive, alert thinker who can progress with the job and reap the rewards that will accrue with increased responsibility. Many fringe benefits . . . salary open. Send full resume to Box M-135, BROADCASTING.

Situations Wanted Management

Young man . . . 27 . . . married. Ten years experience, looking for manager's challenge . . . aggressive, dependable, hard-working, proven sales record AM-FM, excellent references. Write Box M-56, BROADCASTING.

Presently general manager. Seasoned professional in management, sales, promotion and programing past 16 years. New York state preferred, 38, vet, married. Resume upon request. Box M-96, BROADCASTING.

Small market manager wants to move up. Sales oriented, promotion minded, 1st phone, available middle of January. Write Box M-99, BROADCASTING.

Available after January 15, 1970. Experienced general manager, 14 years experience in all phases of broadcasting. Seeking small to medium size market. Box M-110, BROADCASTING.

Seeking success in FM? Consultant with three major market successes available to help you. Accept ownership in interest as payment. Box M-132, BROADCASTING.

Profitmaker—managed small market AM, medium market FM, large market AM and am now with medium market AM-FM that's over 20 years old and in my first year the profit is the best ever. Good track record with all. Excellent references. I'm not unhappy, but what do you have to offer? I'm 29, 7 years management. Write Box M-146, BROADCASTING.

General manager available January 1st. Successful profitable record for absentee owners. Prefer Southwest. Box M-163, BROADCASTING.

Manager available for small market. 10 years experience as general manager & sales manager. Strong community inducement, excellent references. Phone (618) 532-7239 evenings or weekends.

Situations Wanted

Management continued

Manager-radio or TV, 14 years radio and TV. Excellent references. Management experience in 15 station market. Experienced all phases, sales, sales mgr., announcer, sports, (baseball & football). Self starter. All formats. Phone 405-525-7221 after 6 PM.

Sales

Hard nosed; ambitious, creative, educated, objective. 401-377-2745.

Announcers

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

Seasoned country personality seeks warm climate and lots of money. Box M-47, BROADCASTING.

Can a newcomer walk in and take all the marbles? He can if he knows what he's doing. Pro, with eight years experience, presently employed in 200,000 market, seeking first assignment as contemporary or MOR P.D. Thorough knowledge of broadcasting. Will consider smaller market under the right conditions. Box M-84, BROADCASTING.

Announcer first phone, experienced, immediate availability, draft exempt, own car. Box M-98, BROADCASTING.

Experienced all around radio man available immediately. Poignant sales, prolific DJ, authoritative news. BA degree, 3rd endorsed. Military complete, will relocate preferably in either New England area or Long Island. Seeking peace, friendly faces of a growing community. Write: Box M-134, BROADCASTING.

First phone, 3 years experience, 26, excellent voice, talent. Seeks news position in eastern medium, major market. Box M-138, BROADCASTING.

DJ-newscaster, school graduate, looking for start. Tight board, 3rd endorsed, 4F, will travel. Box M-156, BROADCASTING.

Announcer? The best. Production? Unmatched. Good music knowledge? Excels. Big voice? The depest. 15 years experience with the best. Box M-158, BROADCASTING.

Experienced sports announcer with masters in business. Excellent news, available immediately. Middle markets only. Call 313-263-7926 or 517-348-5781 or write Box M-159, BROADCASTING.

Network calibre comic—15 years top morning show. Will relocate for right salary. Don't reply if you don't want real comedy. Box M-166, BROADCASTING.

Top 40 first phone: three years experience, 20, single, excellent lottery position. Late afternoons, evenings, all night. Will consider temporary or free lance. Box M-169, BROADCASTING.

1st phone announcer, rich mature voice, prefer MOR or easy listening format. Middle 30's, married, children. Box M-171, BROADCASTING.

Top 40 DJ . . . 2 years experience AFVN, Saigon. School graduate willing to relocate. Box M-172, BROADCASTING.

Ambitious young man with excellent qualifications seeking permanent position, desires northeast area. Box M-173, BROADCASTING.

First phone 2 yrs. Howard Thayer, Lamolle, Ill. (815) 638-2083.

Personable man-wife talk team. Experienced. Call collect 213-347-3255.

1st phone, Bill Wade graduate, married, draft exempt, no exper., willing to learn, prefer air shift. Joe Shackelford, 3700 10th, # 3B, San Diego, 714-298-8522.

Young announcer-newsmen returning to radio. Available immediately. Prefer Southern California or Arizona. Mike Johnson, (213) 292-7182.

Resident broadcasting school graduate, third endorsed, service completed, married. Pleasant voice with smile. Chicago, 50 mile radius. Can start in two weeks. After 6, 312-376-1125.

Announcer, experienced play-by-play and news, military completed. Neil Gray, Box 507, Pomeroy, Washington 99347, 509-843-3515.

Announcers continued

Announcer-newsmen. Will relocate, third, school grad. Call 717-343-4949.

First phone, experienced announcer, newscaster, copywriter. Prefer announcing and production. Small to medium market. No maintenance. Chuck Sonitz, 815 1/2 N. Clements, Gainesville, Texas 76240.

I'm your man if you want; announcing, programming, play-by-play, management experience. D.F.C. 414-694-2640, 7918 47th Ave., Kenosha, Wisconsin.

News DJ presently on air. Nine months experience. H. Taylor, 2135 South Michigan, Chicago 60616. CA-5-6420 after 9 PM.

Top 40 personality available now. Veteran, 22 yrs. old. Drive-time experience in NE small market. Looking for small, medium market in Conn. Non-screamer who would like to make it all happen at your station. Ed Sims, 203-225-9131.

Energetic, aspiring, broadcast school graduate with 1st phone, and ten years electronic's background seeking a position on a soul jazz format station. Tape on request. Available 9 Jan. 70. 303-392-6333.

Technical

Chief engineer—ten years experience, two 50 kw stations plus twelve years design engineer with two transmitter manufacturers now considering return to station work. Only interested in professional, well financed, stable station or group. Diversified technical and management experience, outline in resume available on request. Box M-86, BROADCASTING.

First phone. Experienced radio, television transmitters. Go anywhere, Available January. Box M-176, BROADCASTING.

Experienced chief engineer—preventative maintenance your station (No xmtr operator/related loafing duties accepted.) 201-271-4234.

First phone-engineer, eighteen years in radio—all phases. Make an offer, and move us—just wife and I. Phone 817-246-9601.

NEWS

Major market newsman—experienced—college graduate—best references—wants air shift with major station or group offering good pay, stability and all fringe benefits. West coast preferred—will consider others if the opportunity is right. Box M-77, BROADCASTING.

Newsman . . . experienced . . . go-getter . . . you supply the incentive, I'll do the rest. Box M-114, BROADCASTING.

Newsman, with award-winning department, seeks position in upper-medium, major market. Young, experienced, communications, degree. Box M-145, BROADCASTING.

12 years experience radio news and sports. Currently FM news director. Want to relocate. Prefer inside actuality, op's man, or reporter. Durocher talks to me, Namath, H.H.H., and other national figures. Let me talk with you, too. My blindness no handicap. See for yourself. Tape available. Write Box M-160, BROADCASTING.

Have creativity, seeking advancement. Presently newscaster top rated station, 18th radio market. Six years experience including news directorship in smaller market. BA in journalism, energetic, married, draft-exempt. Paul Carson, 572 Allenhurst Road, Buffalo, N.Y. 14226 or call 716-836-1798.

Programming, Production, Others

PD-Operations manager. 13 years broadcasting experience. 6 years in program management. Top flight production and air personality. Bright, happy, MOR contemporary. Stable, loyal with top references. Let's talk. Box M-137, BROADCASTING.

Broadcast beginner, production, sales, grow with small soul or MOR, no airwork required. Box M-143, BROADCASTING.

Copywriter . . . guy Friday . . . FM babysitter with 3rd endorsed, best possible references . . . years of experience. Some announcing. Re-locating, station sold. Box M-148, BROADCASTING.

Major market announcer/jock/newsman, mature (39) seeking first position as program director. 14 years in business. Adult sound & thinking. Box M-152, BROADCASTING.

Program, operations position. Ten years announcing. Married. Nebraska, surrounding states preferred. Box M-165, BROADCASTING.

Programming, Production, Others

continued

Need a PD? Major market personality seeks greater challenge. First ticket. Contact 703-941-4825 or P.O. Box 1745, Washington, D.C. 20013.

Television Help Wanted

Announcers

Illinois CBS affiliate needs strong, mature, on-camera commercial announcer. Must have better than average knowledge and interest in sports or daily sports show. Right radio man might also have a chance for this slot. Resume, VTR, photo, salary requirements to Box M-155, BROADCASTING.

Technical

Engineers—Ohio medium market group-owned network affiliate is now hiring two operating engineers. Send resume of qualifications and salary required to Box M-91, BROADCASTING.

New York-Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York. 772-1122.

New full color UHF under construction needs 9 technicians, 2 VTR transmitter and general maintenance, 6 operators. Send resume, salary requirements to: R. Harrison, WGPS TV, Sheraton Park Hotel, 2660 Woodley Rd., N.W., Washington, D.C. 20088.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation, Ampex, CE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHG, 135 College Street, New Haven, Connecticut 06510.

NEWS

Anchorman—top professional, experienced in on-camera presentation. Familiar with total newsroom operation. Writing ability a must. Prefer man with film knowledge but not essential. Must be able to aid in preparing early and late newscasts. This is a job for a heavyweight. We will provide top news staff and first class facilities and equipment. You provide top notch talent. No beginners please. Box M-72, BROADCASTING.

Wanted experienced, progressive, strong newscaster to anchor weekend news and assist in future documentaries on #1 rated news station. Top northeast market offering good future with excellent fringe benefits. If you're the right man, please forward your resume and video tapes, along with salary requirements, to Box M-89, BROADCASTING.

Newsman with radio or TV experience, eight person combined department, Shenandoah Valley of Virginia. Good place to sharpen skills, all facets of news, with progressive group. Resume, audiotape and pix, or VTR, and salary range first letter to news director, WVA TV, Harrisonburg, Va. 22801.

Programming, Production, Others

Assistant artist—experienced in all facets of TV graphics; knowledge of type a must. Salary commensurate—VHF in the nation's capitol. Box M-69, BROADCASTING.

The world's most widely used television news agency is looking for a producer/news editor who must be conversant with film and VTR techniques. The work involves satellite feeds at odd hours to fit into overseas news schedules. The job will be located in New York and the vacancy must be filled early in the New Year. Salary is about \$20,000. Apply in writing to Visnews, Room 520, 30 Rockefeller Plaza, New York 10020.

Situations Wanted Management

General manager—well known manager, complete knowledge of overall management, strong on sales, budget minded. Excellent background top agencies. Repts and network—both radio and television, currently employed, available January 1st. Box M-25, BROADCASTING.

Television executive: Station, sales or program manager for station in top 75 markets available at once. Have served all three functions in past 15 years. Have been in highly competitive three VHF market below the top 100. Strong on sales development, public affairs and cost control. Age 41. Write Box M-115, BROADCASTING.

Mature college grad. Married with children, 6 years experience radio, no draft problem. Desire TV and opportunity to work into management. Discuss salary. Box M-121, BROADCASTING.

TELEVISION—Situations Wanted

Management continued

CCTV Coordinator, 10 years in TV. Now operations manager, large university system. Seek similar position in industry, medicine, or university. Box M-164, BROADCASTING.

General manager—national sales manager. Have practiced television 16 years; radio 12. Thoroughly experienced all phases: station-ownership, development, administration, sales management—sales (national and local), programming, film-buying, production, promotion; network announcing—news-casting. 45. College degree. Nationally recognized as successful administrator—troubleshooter. Leader in industry and local, community affairs. A professional, quality, aggressive competitor. Accustomed to much responsibility. Proved capable of producing substantially increased profits, prestige and value. Box M-168, BROADCASTING.

Top salesman in top 20 market has reached goal, now wants management. Box M-170, BROADCASTING.

Announcers

Experienced, intellectual TV announcer (27) for host/sports/miscellaneous assignments. Immediate availability, prefer midwest, east . . . others considered. 614-474-6454 or Box M-139, BROADCASTING.

Veteran radio-TV broadcaster visiting Europe, Africa, Asia, seeks work assignment. Box M-150, BROADCASTING.

Man-wife team. Perfect producers and hosts for local daily show. Created network shows. Call collect. 213-347-3255.

Sports Man—24, with three years of play-by-play, sports-casts and interviews on television and radio. Service completed. Desire medium market—\$150. Dave Cohen, Quarters 33, West Point, N.Y. (Phone: 914-938-4398).

Midwest first phone, experienced audio-video switching, tape editing, would consider production. No maintenance. 1-319-352-3316.

Experienced would like sales & announcing. 14 years broadcasting. Call 405-525-7221.

Technical

First phone, AM-FM-TV, maintenance or transmitter watch. Box M-53, BROADCASTING.

NEWS

News director. Top rated newscaster and experienced, efficient news administrator. Record of successful involvement with community problems. Imaginative special events producer with thorough knowledge of production techniques. VTR, resume, and best professional, personal and business references available. Box M-142, BROADCASTING.

Programing, Production, Others

Intelligent personality—experienced, talented female presently in production in top TV network. 3 yrs. experience reporting radio. Ready to switch on-camera and/or anchor. Film available. Box M-133, BROADCASTING.

Program executive in top ten. Experience: Union contracts and negotiations, film buying, all facets of programing. Seeks position with group ownership or station in top ten market. Box M-167, BROADCASTING.

Working writer-producer with solid major market experience will script, photograph and edit news and public affairs features for expanding unit, or set up your new documentary department. Box M-175, BROADCASTING.

Film production team, script to screen documentaries, commercials, syndicated programs, 17 years experience, over 100 major documentaries. Husband, producer-director, cameraman-editor. Wife, director-writer, editor. Seeking permanent position, own equipment. (404) 288-2922, Bill and Bea Smith, 2222 Hollyhill Drive, Decatur, Georgia 30032.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

College urgently requires 50w (approx.) AM transmitter. Write or phone Paul Hirschman, Box 207, W. Long Branch, N.J., 201-222-8484.

WANTED TO BUY—Equipment

continued

FM antenna, horizontal polarization. Minimum 12 Bay tunable to 107.9. Bill Bigley, KVMA, Magnolia, Arkansas, 501-234-5411.

Wanted used or surplus Johnny Ball, Base Insulators, lighting equipment and towers, erected or dismantled, any height, preferable above 400 ft. Box M-154, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Helfax, Styroflex, Spiruline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

Western Electric 407B 50kw transmitter, good condition—\$3,000.00. Radio Department, Bible Place, Cleveland, Tennessee 37311.

New Shafar automation system with 4 cartridge carousels. 100 cartridges. Save \$1,000. \$400 down. Take over lease. \$294.31 per month. KZON, 805-922-2181.

Free Used Equipment list—Videotape recorders, cameras, monitors, miscellaneous accessories—Write: General Television Network, 901 Livermois Avenue, Ferndale, Michigan 48220.

Jack Panels, used, excellent. Double row, 72 jacks 23 in mount, with brackets. \$21.50. Bill Martin, 2115 Eagleview, Colorado Springs, Colo. 80909.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

For Sale. Cash required with order, first come, first served. KFLY, Box K, Corvallis, Oregon, (503) 753-6633. G.E. BM-1-A FM monitor (freq. & mod.), 150.00; RCA AM Modulation Monitor, 40.00; Gates MO-2890 AM Freq. Monitor, 1400 KC, 300.00; G.R. 1181A AM freq. monitor, 1570 KC, 300.00; Remote repeater for MO-2890, 50.00; Raytheon Limiter, 75.00; CBS Volumax (new), 400.00; Collins 40E 1400 KC 250W transmitter, 200.00; G.E. BA-5-A limiter, 200.00; Raytheon Console System in floor cabinet: Raytheon CC-1 console, Gates Cartridge I units (2), 16" Gates 3-speed T.T.'s (2), Grey Viscous 16" arms (2), Gates Sta-level, Craftsman tuner, Roberts tape recorder, 2 racks, monitor amplifier, cue amp, Gates microphone, 800.00. RCA 76-B console system in floor cabinet: RCA 76-B console, 2 Rek-O-Kut 12" T.T.'s, 2 Grey 16" viscous arms, Gates Sta-level, 400.00. Motorola broadcast quality remote transmitters (3), 50.00 ea; Motorola remote broadcast receiver, 75.00; Dual CE remote broadcast receiver and single transmitter, 100.00; Motorola low band FM Police receiver, 30.00; Motorola low-band FM Police transmitter, 30.00; Gates tone channel remote control system, 125.00; Raytheon RA-5 5 KW AM transmitter, with 4 spare finals, all tubes & spare parts, 800.00; GE BA-3A FM 3 KW transmitter, 500.00; Rek-O-Kut turnables, 20.00 each; Magne-corder, 35.00; Collins 37-M FM Antenna, 8-ring, 400.00; Collins 37-M FM antenna, 4-ring, 150.00.

2 UHF GE 12.5 kw transmitters, type TT25A, Ch. 25, 32, 3 TY25C GE antenna, Ch. 25, 32, 36; a 200-foot Windcharger tower, guyed, Don Kassner, Box 1045, Charlotte, N.C. Te. 704-372-4434.

Gates model M-6543 solid statesman limiter, 6 months old . . . \$495.00. KIRL Radio, St. Charles, Missouri.

For Sale: one Collins 212C-1 (speech input) console. Priced at \$1500 . . . contact WEMD Radio, Point Roas, Easton, Maryland 21601 or call 1-301-822-3301

Duplicator-Ampec 3201 w/one 3202 slave. Factory sealed carton \$7800.00. Shrader Sound Inc., 1815 Wisc. Ave., N.W., Wash., D.C. 20007.

Video recorder—Ampec, VR660 and 1500 operating emu units. Half price. Also monitors and accessory items. Shrader Sound, 1815 Wisc. Ave., N.W., Wash., D.C. 20007.

Ampec audio recorders, new, other models available, new and used at discount prices. Shrader Sound, 1815 Wisc. Ave., N.W., Wash., D.C. 20007.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.000. Unconditionally guaranteed. Comedy catalog free Edmund Orrin, Mariposa, Calif 95338.

Miscellaneous continued

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-feature Associates, 1312 Beverly, St. Louis, Mo.

"Get that job". Comprehensive guide and report for job seekers. \$2.00. Box L-247, BROADCASTING.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone. Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Fresh comedy material from this week's headlines! Subscribe now to comedy material monthly. Single issue \$3, yearly rate \$25. Remit to—Comedy Material, c/o Ferguson Agency, 41 East 42nd St., New York, N.Y.

1960's Hits—2000 titles alphabetized with artist, month of popularity. Box M-157, BROADCASTING.

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See our Display ad under instruction on page 85. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

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(Continued from page 80)

Larsen A.F.B. and Moses Lake, K08DX Prescott, K71AA Ellensburg and Kittitas Valley area, all Washington. Actions Nov. 28.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KPAY-FM Chico, Calif., to May 28, 1970; WMYR Ft. Myers, Fla., to Jan. 15, 1970; WXLN Potomac-Cabin John, Md., to April 15, 1970; WICO-FM Salisbury, Md., to March 15, 1970; and WAEL-FM Maricao, P. R., to April 14, 1970. Action Nov. 26.

Other actions, all services

■ FCC granted requests for waiver of sponsorship identification requirements of Communications Act to permit operation of Public Service Distribution Plan by Arkansas Broadcasters Association, and Non-Commercial Sustaining Announcement Program by Wyoming Association of Broadcasters. Action Nov. 25.

Translator actions

■ Broadcast Bureau granted licenses covering new UHF and VHF translators: K79BY rural areas of Stenmit, Colockum & Wenatchee; K79BV Moses Lake, Warden, Royal City and Othella area; K02FE, K10GK and K13JE Glenoma, all Washington; K13JS Big Sur, Calif.; K13JO Hinsdale and north rural Montana. Actions Dec. 1.

■ Georgia Mountain Fair Inc., Hiwassee, Ga.—Broadcast Bureau granted CP for new VHF translator to serve Hiwassee and Macedonia, both Georgia, and Hayesville, N. C., on ch. 10 by rebroadcasting WAGA-TV Atlanta. Action Dec. 3.

■ W74AN Escanaba, Mich.—Broadcast Bureau granted mod. of license covering change of primary UHF translator from WFRS-TV Green Bay, Wis., to WWTV(TV) Cadillac, Mich., and WBAY-TV Green Bay, Wis., as alternate; condition. Action Dec. 4.

■ K70ER Castle Rock and Lame Deer, both Montana—Broadcast Bureau granted license for new UHF translator; specify type trans. Action Dec. 4.

■ K10GF Miles City, Mont.—Broadcast Bureau granted license covering new VHF translator. Action Dec. 4.

■ San Juan Non-Profit TV Association, Blanco, N. M.—Broadcast Bureau granted CP's for new VHF translators to serve Bloomfield and Blanco, both New Mexico, on ch. 3 by rebroadcasting KOB-TV; ch. 9 by rebroadcasting KOAT-TV; ch. 11 by rebroadcasting KGGM-TV all Albuquerque, N. M. Action Nov. 26.

■ W.R.G. Baker Television Corp., Syracuse, N. Y.—Broadcast Bureau granted CP for new translator to serve Syracuse-Dewitt, N. Y., on ch. 11 by rebroadcasting WNYS-TV Syracuse, N. Y. Action Dec. 3.

■ W.R.G. Baker Corp., Syracuse, N. Y.—Broadcast Bureau granted CP for new VHF translator on ch. 7 by rebroadcasting WNYS-TV Syracuse, N. Y. Action Dec. 5.

■ K03DE Christmas Valley, Ore.—Broadcast Bureau granted license covering changes in VHF translator. Action Dec. 3.

■ K02DP Grants Pass, Ore.—Broadcast Bureau granted CP to change type trans. of VHF translator; make changes in ant. system. Action Dec. 1.

■ State Board of Education, Westerly, R. I.—Broadcast Bureau granted CP for new UHF translator to serve Westerly on ch. 77 by rebroadcasting WSBE-TV Providence, R. I. Action Nov. 26.

CATV

Final actions

■ FCC authorized New England Video, CATV system in Keene, Marlboro and North Swansey, all New Hampshire, to carry distant signal of WKBG-TV Boston, during periods when WXPO-TV Manchester, N. H., is not providing programming. Grant conditioned upon New England Video's providing WMUR-TV Manchester program exclusivity as required by rules. Commission waived evidentiary hearing provisions. Action Dec. 3.

■ Wheeling, W. Va.—FCC ordered Duvall Radio Sales & Service, CATV owner, to show cause why it should not be ordered to cease and desist from further violation of rules by failing to provide program exclusivity for WSTV-TV Steubenville, Ohio. Action Dec. 3.

Initial decision

■ Plattsburgh, N. Y.—FCC Hearing Examiner Herbert Sharfman in initial decision discharged order requiring AuSable Valley Telephone Inc., and AuSable Communications Inc. both Keeseville, N. Y., to show cause why they should not cease and desist from further construction and operation of CATV channel distribution facilities near Plattsburgh. (Doc. 18435). Corrects Dec. 8 item. Action Nov. 28.

Actions on motions

■ Office of Opinions and Review in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, denied as repetitious petition by Wheeling Antenna Inc. for reconsideration of memorandum opinion and order released Nov. 12 which denied Wheeling's petition for reconsideration of order to show cause released Aug. 1 (Doc. 18612). Action Nov. 26.

■ Hearing Examiner Thomas H. Donahue in Pottsville, Minersville and Schuylkill Haven, all Pennsylvania (Pottsville Trans-Video), CATV proceeding, scheduled prehearing conference for Jan. 20, 1970, and hearing now scheduled for Dec. 17 continued to date to be determined at conference (Doc. 18690). Action Nov. 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Burlington, N. J. (General CATV Inc.), CATV proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer; scheduled prehearing conference for Jan. 15, 1970, hearing for Feb. 12, 1970 (Doc. 18756). Action Dec. 3.

■ Hearing Examiner David I. Kraushaar in Carmel Valley, Calif. (Vic's TV Cable Service), CATV proceeding, rescheduled prehearing conference for Jan. 5, 1970. (Doc. 18743). Action Dec. 2.

■ Acting Chief Hearing Examiner Jay A. Kyle in Carmel Valley, Calif. (Vic's TV Cable Service), CATV proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Jan. 2 and hearing for Jan. 20, 1970 (Doc. 18743). Action Nov. 29.

■ Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore. (Twin Village Cable Inc.), CATV proceeding, rescheduled prehearing conference for Jan. 7, 1970; continued without date hearing scheduled for Dec. 18; by separate action, granted petition by Columbia Empire Broadcasting Corp., licensee of KNDU, for leave to intervene and petitioner made party to proceeding (Doc. 18701). Action Nov. 28.

■ Hearing Examiner Herbert Sharfman in Paris, Ill. (Cardinal Telecable Corp.), CATV proceeding, rescheduled hearing for Jan. 5, 1970 (Doc. 18694). Action Nov. 28.

Other actions

■ Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, granted motion for further extension of time, filed Nov. 25 by Taft Broadcasting Co. Action Nov. 28.

■ FCC, on joint petition by Cablecom-General Inc., Communications Properties Inc., Pennsylvania Community Antenna Television Association Inc., Service Electric Co., Texas CATV Association Inc., granted leave to file supplemental information by Dec. 26, with respect to their joint petition for reconsideration of first report and order in matter of amendment of rules relative to community antenna television systems and inquiry into development of communications technology and services to formulate regulatory policy and rulemaking and/or legislative proposals (Doc. 18397). Action Nov. 25.

Ownership changes

Applications

■ KNJO(FM) Thousand Oaks, Calif.—Seeks assignment of license from Thousand Oaks Broadcasting Co. to Thousand Oaks Broadcasting Inc. for \$70,000. Sellers: Irving Schaffner, president, et al. Buyers: Alan Fishler, president (25%), and John H. Poole, vice president (75%). Mr. Poole owns 13.37% of WDIO-TV Duluth and WIRT-TV Hibbing, both Minnesota, and 9.445% of Intro Cablevision Inc., CATV systems at Lake Arrowhead, Calif. Mr. Fishler is former general manager of KBIG-FM Los Angeles. Ann. Nov. 18.

■ WKHM-AM-FM Jackson, Mich.—Seeks assignment of licenses from Jackson Broadcasting Corp. to WKHM Inc. for \$470,000. Sellers: Frederick A. Knorr estate 96%, et al. Nellie M. Knorr executrix and President. Buyers: Edward A. Wheeler, president, Edwin R. Huse, vice president-general manager-assistant treasurer (10.3%), North Shore Broadcasting Inc. (89.7%). Mr. Wheeler votes stock of North Shore and has interest in WEAU-AM-FM Evanston, Ill., and KMO(AM) Takoma, Wash. Ann. Dec. 3.

■ WRCP-AM-FM Philadelphia—Seeks assignment of licenses from Rust Craft Broadcasting of Pennsylvania Inc. to Capital Cities Broadcasting Corp. for \$1,500,000. Sellers: Rust Craft Greeting Cards Inc., 100% Louis, Jack N., and Allen H. Berkman, et al. Rust Craft owns WSTV-AM-FM-TV Steubenville, Ohio. WKXS-TV Jacksonville, Fla., WRDWTW Augusta, Ga., WSOL(AM) Tampa, Fla., WROC-AM-FM-TV Rochester, N. Y., WRCP-TV Chattanooga, WFIT-AM-FM Pittsburgh, and WWOL-AM-FM Buffalo, N. Y., and CATV interests in Martins Ferry and Stubenville, both Ohio, Moundsville, W. Va., and Marion, Lima and East Liverpool, all Ohio. Buyers: See WSAZ(AM) Huntington, W. Va., below. Thomas S. Murphy, president-chairman (1%) Donald A. Pels, executive vice president-treasurer, et al. Buyers own WROW-AM-FM and WTEN(TV) Albany, WKBW-AM-FM Buffalo, all New York; WTVD(TV) Durham, N. C.; WSAZ-TV Huntington, W. Va.; KTRK-TV Houston; WJR-AM-FM Detroit; KPOL-AM-FM Los Angeles; WPRO-AM-FM Providence, R. I. WPAT-AM-FM Paterson, N. J. and WCDC(TV) Adams, Mass. Ann. Dec. 3.

■ WSAZ(AM) Huntington, W. Va.—Seeks assignment of license from Capital Cities Broadcasting Corp. to Stoner Broadcasting System Inc. for \$900,000. Sellers: See WRCP-AM-FM Philadelphia. Buyers: Thomas Stoner, president, et al. Buyers own KSO(AM) Des Moines and Stoner Outdoor Advertising in Des Moines; Cedar Rapids, Iowa, and Toledo, Ohio. Ann. Dec. 3.

Actions

■ KARK-AM-FM-TV Little Rock, Ark., and KBTR(AM) and KBT(TV) Denver—Broadcast Bureau granted transfers of control of Mullins Broadcasting Co. from John C. Mullins (100% before, none after), deceased, to Alvin G. Flanagan, Max G. Brooks and Charles A. Haskell, co-administrators of estate of John C. Mullins (none before, jointly 100% after). No consideration involved. Action Nov. 14.

■ KAZA(AM) and KPER(FM), both Gilroy, Calif.—Broadcast Bureau granted assignment of stock of South Valley Broadcasters from E. L. Barker, deceased (14% before, none after), to Florence S. Barker (14% before, 28% after). No consideration involved. Action Nov. 7.

■ KVIP(AM) Redding, Calif.—Broadcast Bureau granted assignment of license from Shasta Broadcasting Corp. to Northern California Communications Corp. for \$45,000. Sellers: William B. Nyström, treasurer, et al. Buyers: Non profit organization; Arta B. Nead, president, David L. Morrow, vice president, and Ronald E. Marland (each one member vote). Mr. Nead owns 25% of mining corporation. Mr. Morrow is attorney. Mr. Marland is research analyst. Action Dec. 5.

■ WDVH(AM) Gainesville, Fla.—Broadcast Bureau granted assignment of license from WDVH Inc. to Dee Broadcasting Co. for \$325,000. Sellers: R. A. Vaughn (6% before) and Thomas R. Hansen (33% before). Sellers own 24.5% each of WTAL(AM) Eau Gallie, Fla. Buyers: Ray L. Danner (90%) and Larry Edwards (10%). Mr. Danner owns shopping center, 66% of restaurant and real estate business, and has interests in manufacturer of electronic and laser systems. Mr. Edwards owns 20% of KAAV(AM) Little Rock, Ark. Action Dec. 2.

■ WLAE(FM) Hartford, Conn.—Broadcast Bureau granted assignment of license from Paulson Broadcasting Corp. to WLVH Inc. for \$160,000. Seller: Paul De Savino, president, et al. Buyers: Jose Grimalt, president, Alton J. Lenoco, secretary-treasurer (each 40%), and Donald J. Sherman, vice president (20%). Mr. Grimalt owns 53% of furniture company and 50% of two theaters, and produces radio programs for WFIF(AM) Milford, Conn. Mr. Sherman owns one real estate firm and 50% and 10% of two others. Mr. Lenoco is general manager of WNAB(AM) Bridgeport, Conn., and has real estate interests. Action Dec. 3.

■ WDEI(AM) Macon, Ga.—Broadcast Bureau granted transfer of control of Radio Macon Inc. from Marshall W. and Carol

C. Rowland (each 50% before, 39.5% after) to Charles R. Witt (none before, 21% after). Consideration: compensation for services, no monetary consideration. Action Nov. 5.

■ KIPA(AM) Hilo, Hawaii—Broadcast Bureau granted transfer of control of Big Island Broadcasting Co. from William O. Paine and George C. Mansfield (jointly 53% before, 49% after) to Hugh and Esther Gordon (jointly 47% before, 51% after). Consideration \$35,300. Principals: Mr. and Mrs. Gordon are general manager and employee, respectively, of KIPA. Action Dec. 2.

■ KYET(AM) Payette, Idaho — Broadcast Bureau granted transfer of control of Payette Radio Inc. from H. F. Matthews, H. A. Beal, Clinton H. Bellows, John Gatchell and Kim Henry (jointly 100% before, none after) to Richard L. and Ramona D. Swan (jointly none before, 100% after). Consideration: \$65,000. Principals: Mr. Swan is former general manager of WKLL(AM) Cloquet, Minn. Action Nov. 14.

■ KWCL(AM) Oak Grove, La. — Broadcast Bureau granted assignment of license from Carroll Broadcasting Co. to KWCL Inc. for \$100,000. Sellers: Donald B. Fiske and others. Buyers: David C. Blossman, president, Ivy Robinson, vice president (each 33%). James F. Stanga and Edgar Starns Jr. (each 16%). Mr. Blossman owns 50% of WARB(AM) Covington, La., and Messrs. Blossman and Stanga own WTGI(FM) Hammond, La. Mr. Starnes is vice president of WTGI(FM) and Mr. Robinson is KWCL manager. Action Dec. 4.

■ WEBB(AM) Baltimore—Broadcast Bureau granted assignment of license from WEBB Inc. to J. B. Broadcasting of Baltimore Ltd. for \$700,000. Sellers: Norman Fischer, president, et al. Buyers: James Brown, president (80%). Gregory H. Moses Jr., vice president-secretary-treasurer, and Albert F. Garner Jr., vice president (each 10%). Mr. Brown owns recording company, 50%, 33% and 75% of record publishing companies and has other business interests. Messrs. Brown and Moses own 90% and 10%, respectively, of WJBE(AM) Knoxville, Tenn., and WRDW(AM) Augusta, Ga. Action Dec. 3.

■ WHAG-TV Hagerstown, Md. — Broadcast Bureau granted assignment of CP from Regional Broadcasting Co. to WHAG TV Inc. for \$5,160.05. Principal: Adler Communications Corp., 100% of both corporations. Adler owns Adler Broadcasting Co., owner of WAYE(AM) Baltimore and Regional Broadcasting Co., owner of WHAG-AM-FM Halfway, Md. All stock owned by Adler Communications voted by Warren Adler, president, at direction of board of directors. Action Nov. 6.

■ WXOX(AM) Bay City, Mich.—Broadcast Bureau granted assignment of license from Water Wonderland Broadcasting Inc. to Gateway Broadcasting Co. for \$210,000. Sellers: Patrick J. Trahan, president, et al. Sellers own WSTR-AM-FM and 80% of Michigan CATV Inc., all Sturgis, Mich. Buyers: Philip W. Agree, president, and Edwin Schreiber, secretary-treasurer (each 50%). Mr. Agree owns furniture manufacturing firm and 80% each of mechanical contracting company and trailer park. Mr. Schreiber owns 20% of investment company and 10% of electrical supplies firm. Action Dec. 4.

■ WKNR-AM-FM Dearborn, Mich. — FCC granted transfer of control of Knorr Broadcasting Corp. from Nellie M. Knorr, executrix of estate of Frederick A. Knorr, deceased Walter O. Briggs Jr., Van Patrick, Charles J. Sitta, et al. (as a group 100% before, none after) to Johns Communications Inc. (none before, 100% after). Consideration: \$5,500,000. Principals of Johns Communications: John Giannetti, 67.5%, et al. Mr. Giannetti is attorney and is buying KRKD(AM) Los Angeles, subject to FCC approval. Action Dec. 3.

■ KTAT(AM) Frederick, Okla. — Broadcast Bureau granted assignment of license from Tillman Broadcasting Co. to James R. Brewer (51% before, 66% after) and Homer R. Holcomb (49% before, 33% after). Consideration: transfer of stock according to partnership agreement. Action Nov. 18.

■ KRKT(AM) Albany, Ore.—Broadcast Bureau granted transfer of control of Interstate Broadcasting Co. from Milton A. Viken (50% before, none after) to Peter J. Ryan (50% before, 100% after). Consideration: \$98,094.03. Principals: Messrs. Viken and Ryan each own 38.46% of KLOG(AM) Kelso, Wash. See KNND(AM) Cottage Grove below. Action Nov. 17.

■ KNND(AM) Cottage Grove, Ore.—Broadcast Bureau granted assignment of license of Interstate Broadcasting Co. from Peter J. Ryan (50% before, none after) to Milton

A. Viken (50% before, 100% after). Consideration: \$98,094.03. Principals: See KRKT(AM) Albany above. Action Nov. 17.

■ WCED-AM-FM Du Bois, Pa.—Broadcast Bureau granted transfer of control of Tri-County Broadcasting Co. from Harold T. Gray (50% before, none after), deceased, to Jason S. Gray (individually 50% before, same after) and Jason S. Gray and Rosanna Gray Shields, co-executors of estate of Harold T. Gray (none before, 50% after). No consideration involved. Action Nov. 13.

■ WNOO(AM) Chattanooga—Broadcast Bureau granted transfer of control of WMFS Inc., from WNOO Inc. (100% before, none after) to William Watt (none before, 100% after). Consideration: exchange of stock. Principal: William Watt, sole owner. Mr. Watt controls licensee through stock ownership of parent corp. WNOO Inc., which will be dissolved after transfer. Action Oct. 31.

■ WDBL-AM-FM Springfield, Tenn.—Broadcast Bureau granted assignment of licenses from Springfield Broadcasting Co. to Middle Tennessee Enterprises Inc. for \$235,000. Sellers: Mrs. Hoyte Bell and William N. Locke (jointly 100%). Buyers: W. J. Webster, sole owner. Mr. Webster owns WYFY-FM Columbia, Tenn., beer distribution firm and farm operation. Action Dec. 2.

■ KEIR(FM) Dallas — Broadcast Bureau granted transfer of control of KEIR Inc. from William Robert Elkins (100% before, none after) to KCCD Inc. (none before, 100% after). Consideration: \$205,000. Principals of KCCD Inc.: Culligan Communications Corp., 100%. Matthew J. Culligan votes stock for Culligan Communications. Buyers own WHIM-AM-FM Providence, R.I., and KBNO(FM) Houston. Mr. Culligan is president of Curtis Publishing Co., chairman of board for Westport (Conn.) Town Crier and owns 20% of movie producers. See KBNO(FM) Houston. Action Dec. 4.

■ KBNO(FM) Houston — Broadcast Bureau granted assignment of license from Brier Bayou Corp. to KCCH Inc. for \$360,000. Sellers: Jerry R. and Robert E. Daniel, president and vice president, respectively, et al. Buyers: Culligan Communications Corp., 100%. Matthew J. Culligan, president (16.58%), et al. Buyers own Westport (Conn.) Town Crier, WHIM-AM-FM Providence, R. I., and KEIR(FM) Dallas. See KEIR(FM) Dallas. Action Dec. 4.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Dec. 9. 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*.

■ *San Andreas, Calif.*—Triangle Cable Co., Oakland, Calif., has been granted a non-exclusive franchise. The firm will pay the city 5% of its gross annual income, with a minimum of \$600. 11 channels will be provided.

■ *DeLand, Fla.*—TM Communications Co., a subsidiary of the Times Mirror Corp., Los Angeles (Los Angeles Times), (multiple CATV owner) has been granted a franchise. The firm guarantees a payment to the city of \$164,800 during the first fifteen years of operations.

■ *Joliet, Ill.*—Suburban Communications has been granted a franchise. Other firms holding franchises in Joliet: Joliet Cable TV Co.; Community Electronic Systems and Consolidated Cable Utilities.

■ *Bettendorf and Silvis, both Iowa*—Quint-Cities Cablevision Inc., in which Cox Cablevision Inc., Atlanta (multiple CATV owner), has an interest, has been granted a non-exclusive franchise. The firm will pay the city 5% of the gross service income and charge subscribers \$15 for installation and \$5.95 monthly.

■ Jackson, Miss.—Communications Properties Inc., Austin, Tex. (multiple CATV owner), has applied for a franchise. The firm stated it was in partnership with a group of local businessmen.

■ *Hendersonville, N. C.*—Cablevision of Hendersonville Inc. has been granted a franchise.

■ *Dunbar borough (Uniontown), Pa.*—National Cable Television, Connellsville, Pa., has been granted a franchise.

Who says the younger generation doesn't contribute? The Ampex Corp., one of the more significant electronics manufacturers of this century, is only 25 years old. The company celebrated its silver anniversary on Nov. 1. In 1944, on that day, it was founded as the Ampex Electric and Manufacturing Co. in San Carlos, Calif., by a 52-year-old White Russian — a fugitive from the Communists—who immigrated by way of China.

Make no mistake, the Ampex Corp. is the personal creation of Alexander Mathew Poniatoff. It reflects his thinking, has his style.

There's a sculptured plaque in the lobby of Ampex's administration building in Redwood City (Calif.) that spells out the thought. Under the bronzed sculpture that strikingly projects his lean, searching features, his bright, seeking eyes, it reads: "His character and persistent quest for excellence are forever a part of the company's heritage."

Maybe the plaque should have added: quest for knowledge. For that's a big part of Alexander Poniatoff's fundamental beliefs: "Learn something new every day. Do some creative work every day. Grow mentally, emotionally and spiritually every day."

At 77, a time when most men are spectators of life, Alexander Poniatoff is still dedicated to fulfilling these aims. It's true his hand isn't at the tiller any more. That's for younger management. But he still continues as chairman of the board of Ampex and also is the head of the company's laboratory (named after him) that seeks new techniques in magnetic recording.

Mr. Poniatoff, though, is more active in other, more humanistic, directions. He devotes much of his time to medical research, to educational and charitable work. And the real passions of what he considers among the most constructive years of his life are ecology and preventive medicine.

He tries to be in his office at Ampex early every weekday morning and usually doesn't leave until mid-afternoon. He works under ultraviolet lights, breaths ionized air. These are not mere health fads. Instead they are health principles Mr. Poniatoff has researched, believes in, advocates. Typically, the Foundation for Nutrition and Stress Research, an organization Mr. Poniatoff started, sponsors and still directs, is a reflection of his concerns, beliefs and practices. NSR, based in Redwood City, seeks positive ways to improve human health and well-being by identifying the detriments in modern living — tensions, polluted environment, destruction of nature — that contribute to the cause of many new diseases.

There was a time when Alexander Poniatoff thought of retiring. He pur-

Alexander Poniatoff and his unpretentious approach to life

chased a home in Carmel on California's rocky Monterey Peninsula. That's where Dr. Henry Burton Sharman, a retired chemist and a spiritual teacher of considerable erudition, lived. Dr. Sharman, an outstanding influence on Mr. Poniatoff's life, taught not to expect answers of others but to always search them out for yourself. After Dr.

Sharman died, one of the answers Mr. Poniatoff discovered was that he couldn't retire. He knew he'd be lost if not inspecting, analyzing, every twist and turn of the mainstream.

What's quickly apparent about Alexander Poniatoff is that through the years, despite the fame and fortune, there is no ostentation, no false illusion.

"What do you consider yourself?" he was recently asked by a visitor. "Businessman? Salesman? Visionary?" "I'm strictly a development engineer," was his reply.

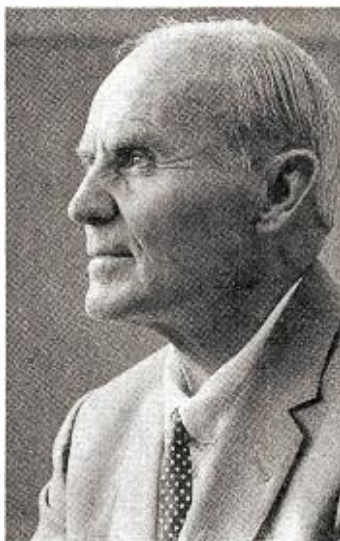
He tells with self-deprecating humor of his poor salesmanship — of how he once almost cost the company \$86,000 in a deal that involved the U.S. Navy. He also shuns such high-blown designations as visionary or electronic wizard because, as he explains: "I'm a very cautious fellow. I don't want to go up or down. I want to stay on solid ground."

The strength of the personality Alexander Poniatoff is today must have been built on the adversity of his early years. What's the expression? Forged in fire?

Mr. Poniatoff's life story is out of an adventure novel. He was born some 400 miles east of Moscow, son of a wealthy businessman dealing in timber. He was the only boy in his village to receive a high-school education and had to walk 16 miles to classes. He went on to higher education in mechanical engineering at a university and college in Russia and at a technical college in Karlsruhe, Germany. During World War I he was among history's first cadre of military pilots, flying for the Imperial Russian Navy. He also fought with the White Russian army in the Russian civil war, escaping from the Bolshevik onslaught to China from Siberia. After seven years in Shanghai, doing electrical design work, he landed in America at the age of 35.

Alexander Poniatoff was bound to create something significant and lasting. It turned out to be Ampex (AMP for excellence) in 1944. There have been many milestones, several integral to the growth of broadcasting, but it was the development of the first professional-quality, production-model, magnetic-tape recorder in the U.S. (20 units custom-built for Bing Crosby Enterprises, which in turn resold the equipment to ABC) that had to be the key that opened the door to Ampex's growth. The details have been reported many times. The thing to remember is that Alexander Poniatoff, development engineer from Kazan, Russia, said: "Yes, go ahead," when the best engineering brains in the country decided, "No, it isn't practical." The result: today's big (1969 sales: \$296.3 million), bouncing, 25-year-old Ampex Corp.

Week's Profile



Alexander Mathew Poniatoff—founder and chairman of the board, Ampex Corp., Redwood City, Calif.; b. March 25, 1892, Kazan, Russia; served in artillery unit, then as pilot in Imperial Russian Navy, 1914-1917; fought with White Russian forces, 1917-20; escaped to Shanghai, China, 1920; assistant engineer, Shanghai Power Co., 1920-27; engineer, research and development department, General Electric Co., Schenectady, N.Y., 1927-30; naturalized U.S. citizen, 1932; engineer, Pacific Gas & Electric Co., San Francisco, 1930-40; held research and development position with several companies in San Francisco Bay Area including Westinghouse Electric and Dalmo-Victor Co., 1940-44; formed Ampex Electric and Manufacturing Co., San Carlos, Calif., Nov. 1, 1944; president of Ampex, 1944-55; chairman of board, 1955-present; m. Helen Hess of San Jose, Calif., May 6, 1932; managing director, Foundation for Nutrition and Stress Research; hobbies — gardening and swimming.

How many pipers?

It can only be surmised that the members of the Senate Subcommittee on Copyright were mesmerized by the glamorous lobbying of show-business celebrities. There is no more rational explanation for the appearance in the subcommittee's bill, reported out last week, of a section giving recording artists royalties from records played on the air.

As reported in detail elsewhere in this issue, most radio stations would be charged 2% of their net receipts for this new windfall to artists who have already been paid for their work and many of whom earn huge sums from their cuts in the sales of their records. Television stations, depending only slightly on sound recordings, would pay less, but any amount would be too much.

The bill now goes to the parent Judiciary Committee and parts of it may eventually be reviewed by the Commerce Committee. Before it gets to the floor, broadcasters must make a case for the elimination of this part of it.

The burden at the top

The two principal ingredients of radio programming are music and news. Both can cause trouble for broadcasters in today's culture.

As in all entertainment media, a new degree of freedom permeates the recording industry, which supplies radio with most of its music. Lyrics are becoming more and more explicit in their discussion, and sometimes exaltation, of sexual promiscuity and drugs.

As in all journalistic media, new intricacies of editorial judgment confront the radio newsman. The raw conflicts of American life, racial tensions, differences between the generations, Vietnam, require meticulous reporting and wise interpretation. Never have the broadcaster's responsibilities weighed more heavily and his choices been more difficult.

Are all broadcasters measuring up? The question is raised in the aftermath of the fourth annual radio programming conference arranged by Bill Gavin, a San Francisco-based programming consultant, Dec. 5-7 in Atlanta. The conference brought together some 900 delegates, more than half from the record business and the rest, in descending order of representation, station program directors, music directors, general managers and others. A few station newsmen were also on hand to appear on a panel.

Throughout the conference references to the acceptability of recorded lyrics kept coming up, and it soon became evident that, among program directors at least, there is little unanimity of judgment. A mention of the newest Rolling Stones album led to the discovery that one program director is playing all of its cuts, another has rejected two of them, a third has rejected the whole album. In no case did anyone suggest that these decisions had been made by or in consultation with station management.

At the one session on broadcast news, one of five participants unveiled a journalistic formula of such utter irresponsibility that he was made the subject of a whole column by Nicholas von Hoffman in last Wednesday's *Washington Post* and an unknown number of the 190 other papers to which the *Post's* news service is sent. The panelist, Dick Dobbon of KIKK(AM) Pasadena (Houston), Tex., told how to do news cheaply by hiring minimum staff and stealing stories from other stations. He then told how to attract audience by coloring reports. "Sensationalism," Mr. Dob-

bon stated to be the magic in his format. "Death can be fun," he smirked.

Mr. Dobbon was a minority of one on the news panel as, it may be said with relief, he is in a minority among all news directors. His aberrant remarks would probably have gone unreported in this publication if, upon his conclusion, a number of station people in his audience had not stood up to applaud him, in an appalling demonstration of endorsement. If there are others who, upon reflection, agree with Mr. Dobbon's approach to broadcast news, they must be restrained by careful supervision. And indeed supervision is what this small discourse is all about.

The responsibilities of radio management must be exercised now with more care than ever before. It is no time for timidity; great issues must be faced and explored. But it is even less a time for the delegation of hard decisions to subordinates who may lack both experience and taste.

The spokesman speaks

President Nixon's stout defense of his Vice President's bombardments of the press, particularly TV, obviously was according to plan.

While it is hard to justify the President's news conference observation that the Agnew speeches were dignified, in the light of the threats implicit against television in its licensed status, it was reassuring to hear from the President, as his own spokesman, that censorship was not advocated, that he liked "opinion" and did not want a bunch of "intellectual eunuchs either writing the news or talking about the news."

Last Tuesday, a day after the news conference, the President announced he would make another television report on Vietnam troop withdrawals in the next two or three weeks. That will be a situation analogous with the Nov. 3 speech that prompted Mr. Agnew's remarks.

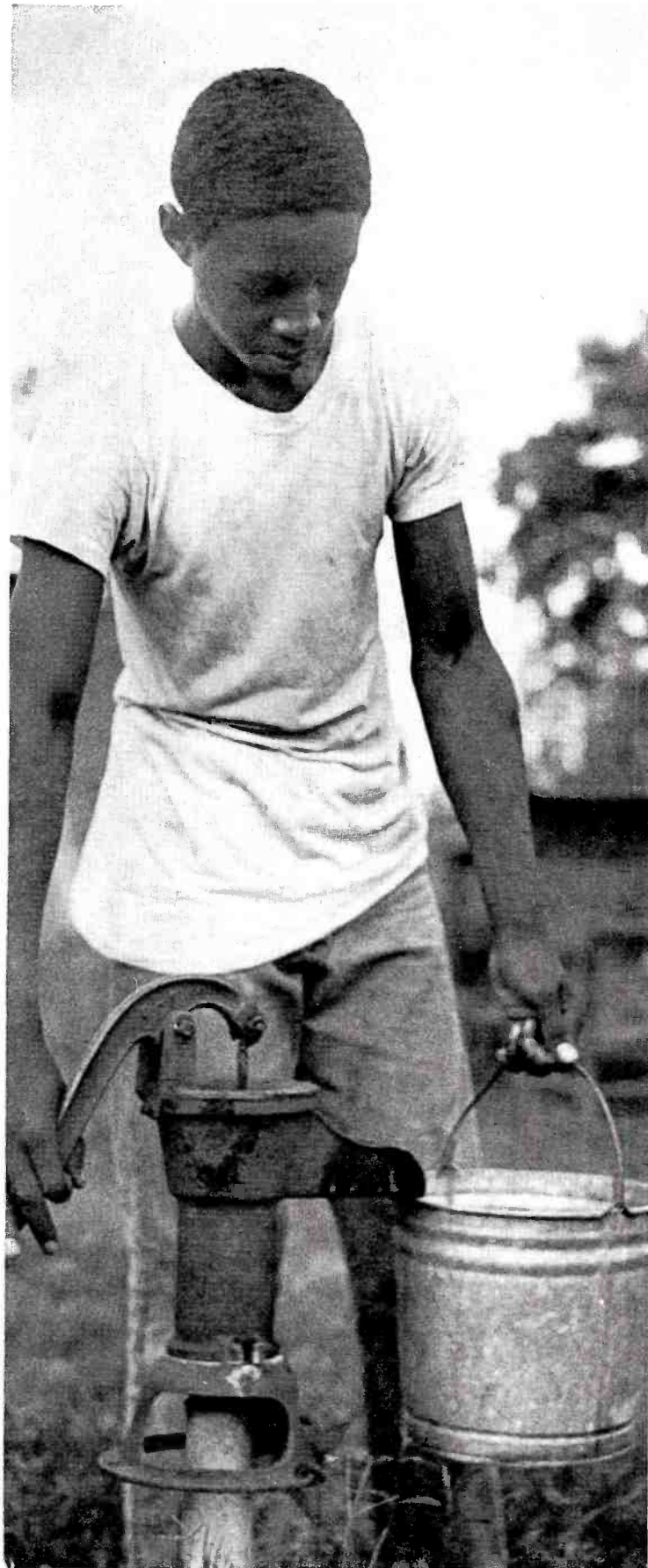
Our notion is that network commentators will make their observations afterward as they have in the past. They must to keep their self-respect. The networks will be careful to clearly label these observations for what they are—comment.

If President Nixon made himself more accessible at news conferences in daytime as well as in prime time there would be less agitation. Where the opportunities are restricted, the tendency is to make the most of them.

President Nixon has demonstrated again he can handle these confrontations with consummate skill.



Drawn for BROADCASTING by Sidney Harris
"If you quote Nicholas Johnson to me once more, I'll have you killed."



Houstonians recently realized that some of their neighbors — other Houstonians — were second-class citizens, with a first-class complaint. Investigation by KPRC-TV disclosed that the surging growth of the city had engulfed within its legal limits several areas without water and sewer lines and other normal city services. Even after years of tax-paying "citizenship", residents of these areas, usually low-income families, lacked these fundamental services through a quirk in city codes. And City Council seemed unimpressed by the situation.

KPRC-TV, in a series of daily reports, urged its neighbors to express their feelings. They did — and City Council paid attention. Council has now voted to change its policy, and help appears to be on the way for these neighbors of ours, soon to be no longer second-class citizens. Again, we hope we have proved our right to be called —

GOOD NEIGHBOR KPRC-TV



IN
HOUSTON
TEXAS



Edward Petry & Co., National Representatives

"Our next selection
was written by George Gershwin
with lyrics by his
lovely wife, Ira."

