



MORNINGSIDE COLLEGE LIBRARY SIOUX CITY IA

MORNINGSIDE COLLEGE LIBRARY SIOUX CITY, IOWA

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Forgery is charged in KHJ-TV Los Angeles case. p17  
 SPECIAL REPORT: What it takes to score in local news. p18  
 TELESTATUS: Where the TV sales dollars are. p22  
 WBC balks at compensation loss from NBC, CBS. p34

JAN 13 1970 51106

## THE FIRST AND ONLY DO-IT-YOURSELF TRADE AD

The ARB book for New Haven radio is probably in the mail. As this is written, we haven't seen it yet. But we dare to invite comparison. We always invite comparison because we know where we've been, what we're doing and where we're going.

The previous ARB (April/May '69)\* made New Haven radio a whole new ball game. In that survey, between the two contemporary

stations, we were the leading hitter in total persons, men, women and teens, 6 AM to midnight, Sunday through Saturday. It was quite an upset. Before we changed format, we'd been striking out for years. Now, we have so much confidence in what we have been doing on the air, the results we get for local sponsors, that we've left blank spaces for you to fill in and compare.

### NEW HAVEN-WATERBURY ARB RADIO AUDIENCE OCT./NOV. 1969

MONDAY - SUNDAY		TOTAL PERSONS	TOTAL MEN	TOTAL WOMEN	TOTAL TEENS
6AM-MID.	WNHC STATION B-(CONTEMPORARY)				
MONDAY - FRIDAY					
6AM-10AM	WNHC STATION B-(CONTEMPORARY)				
10AM-3PM	WNHC STATION B-(CONTEMPORARY)				
3PM-7PM	WNHC STATION B-(CONTEMPORARY)				
7PM-MID.	WNHC STATION B-(CONTEMPORARY)			15860	226

FILL IN THE FIGURES YOURSELF



\*Subject to survey limitations. Details on request.

## radio wnhc

A TRIANGLE STATION... OF COURSE

# THE Saint



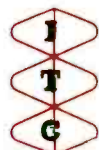
**114  
HOUR  
EPISODES**  
for  
**STRIP & WEEKLY  
PROGRAMMING**

## RATINGS AND SHARES

FRIDAY 10:00 - 11:00 P.M.	NBC THE SAINT		CBS MOV	
	RATING	SHARE	RATING	SH
NIelsen MNA W/E SEPT. 14, '69	19.5	36	18.2	
NY ARBITRON APR. 8-SEPT. 12, '69	13.4	27	11.8	
ARB AUGUST 1969				
NEW YORK	14	29	10	
LOS ANGELES	10	27	9	
PHILADELPHIA	16	35	13	
ST. LOUIS	14	32	13	
SAN FRANCISCO	11	31	9	
CHICAGO	13	26	9	

... AND MORE!

**3 WINNING SEASONS ON THE NBC TV-NETWORK ..**



INDEPENDENT TELEVISION CORPORATION

FARRING ROGER MOORE CREATED BY LESLIE CHARTERIS

by every  
measurable yardstick,  
**THE SAINT is #1**

**AUDIENCE COMPOSITION**

STARRING: Judd/Cavett

RATING	SHARE
6.2	11
7.0	14
8	17
5	12
14	30
8	18
6	15
10	20

NIELSEN NATIONAL AUDIENCE COMPOSITION 6/30/69-7/27/69  
THE SAINT VS. RECENT OFF-NETWORK HOUR SERIES

	TOTAL HOMES	TOTAL PERSONS	MEN 18-49	WOMEN 18-49	TOTAL 18-49
THE SAINT	6,900,000	13,490,000	3,080,000	3,400,000	6,480,000
JUDD	4,900,000	9,890,000	1,680,000	2,300,000	3,980,000
STAR TREK	5,190,000	9,370,000	1,400,000	1,670,000	3,070,000
TARZAN	5,470,000	10,570,000	1,850,000	1,890,000	3,740,000
THE AVENGERS*	4,730,000	9,670,000	1,670,000	2,350,000	4,020,000

\*4/28/69-25/69; subsequent report below measurable standard

**AVERAGE NUMBER OF VIEWERS PER 100 VIEWING HOUSEHOLDS**

	MEN 18-49	WOMEN 18-49
THE SAINT	45	49
NETWORK AVER. MON.-SUN. 7:30-11:00 PM	38	47

Now offered for syndication at the height of its network popularity!\*

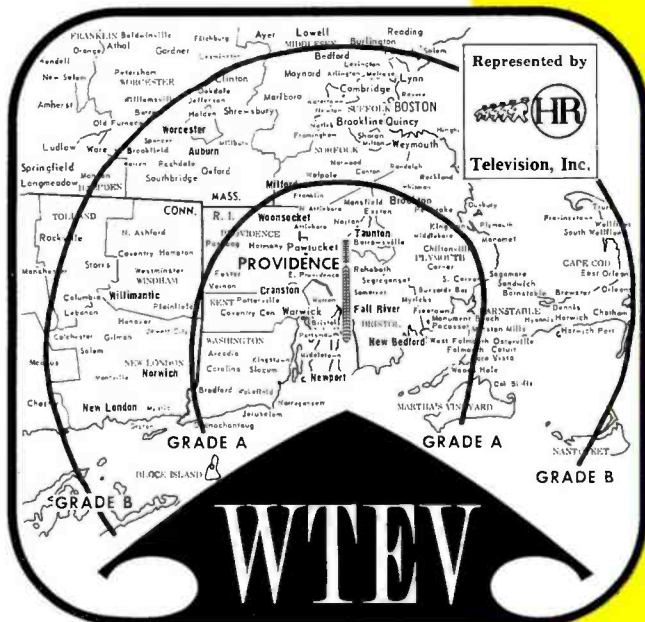
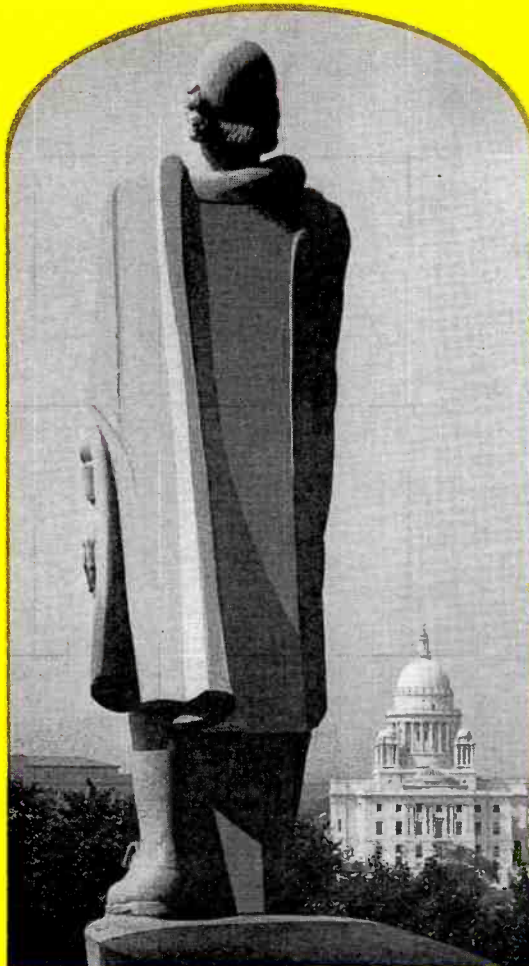
\* Based on most recent figures.

55 Madison Ave., N.Y., N.Y. 10022, PL 5-2100  
17 Gt. Cumberland Place, London W1, Ambassador 8040  
300 University Ave., Toronto 1, Ontario, EMpire 2-1166  
Mexico City, Paris, Rome, Buenos Aires, Sydney, and  
offices in principal cities in 91 countries around the world.

125540

ROGER WILLIAMS MONUMENT, commemorating the founder of Rhode Island who, having been banished from Massachusetts, settled in Providence in 1636.

# When you think of Providence, think of WTEV



The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.\*

UP 29%—7:30 pm to 11:00 pm Sun. thru Sat.  
 UP 34%—9:00 am to midnight Sun. thru Sat.  
 UP 77%—noon to 5:00 pm Mon. thru Fri.

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

## WTEV

Providence—New Bedford—Fall River  
 Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

# 6

abc

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

## Status for cable

Among changes in offing at FCC will be creation of CATV Bureau, to supplant CATV Task Force now headed by Sol Schildhouse, set up originally as temporary unit that eventually was to be reabsorbed by Broadcast Bureau. Activity in cable television has become interlarded in work of Broadcast, Common Carrier and other established bureaus. Chairman Dean Burch, despite opposition of certain commissioners, feels CATV should be consolidated in new single, major unit. Whether Mr. Schildhouse or someone else becomes bureau chief isn't yet discernible.

Figuring in new CATV regulatory outlook, apart from dispersed workload, are charges that Broadcast Bureau is anti-CATV oriented (alleged by cable operators) and, conversely, that Mr. Schildhouse, whose regular status is that of attorney examiner, is "walking delegate" for CATV interests.

## NAB budget bind

Faced with sharply increased overhead, Finance Committee of National Association of Broadcasters has abnormal budgetary problems to cope with at meeting in Washington tomorrow (Tuesday). Budget estimates have been knocked out of kilter by necessity of retaining outside counsel in such areas as CATV-copyright, minority employment-opportunity issue, cigarette litigation, and public relations, but deficit has been avoided by revision of priorities.

NAB over-all annual income is about \$3 million, and this fiscal's budget, April 1-March 31, 1970, including code affairs, will just about absorb added costs without dipping into reserves. NAB's executive committee meets today (Monday), preparatory to Finance Committee sessions.

## How's business?

First returns on major station revenues in Chicago for 1969: WGN(AM) will gross nearly \$9 million; its sister WGN-TV in excess of \$24 million. These stations—independents in highly competitive Chicago market—are having their greatest year in history, according to WGN Continental President Ward L. Quaal.

## Figuring futures

Screen Actors Guild is taking special interest in what it terms "CATV explosion" in entertainment industry. SAG members are being cautioned to talk to

nearest guild office before accepting employment for work for CATV. Guild believes that if CATV is to be advertiser oriented, SAG's collective-bargaining agreement with commercial TV networks should apply.

## Second generation

Patrick E. O'Donnell, 31-year-old assistant corporation counsel in Washington, D. C., government, has been selected by FCC Chairman Dean Burch as his legal assistant. Mr. O'Donnell is oldest son of retired Air Force General Emmett (Rosey) O'Donnell, Jr., now chairman of USO. He succeeds Robert V. Cahill, recently promoted to executive assistant to chairman.

## Live and loaded

Speech that led to indictment of Black Panther leader David Hilliard on charge he threatened life of President Nixon has compounded for FCC question of obscenity in broadcasting. Speech, during Nov. 15 moratorium demonstration in San Francisco, was carried live by educational station KQED(TV) San Francisco, and was studded with obscenities, number of them directed at President. Commission is checking into number of complaints it received about broadcast of speech.

Commission's new chairman, Dean Burch, has made it clear agency intends to take harder line on obscenity question than it has in past. However, question that arises in KQED case, officials indicate, is extent of broadcaster's responsibility in providing live coverage of event like Hilliard speech, assuming it is bona fide news event.

## Digging in

CBS-TV network apparently figures its lawsuit for new form of music licenses (see page 9) is going to be long-haul proposition. It has hired publicity specialist to work on case. He is Harry Nigro, formerly of Solters & Sabinson, New York, one of biggest theatrical publicity firms in business.

## Field's day

First major television-station sale to go before FCC in new year—possibly this week—will be Metromedia's proposed acquisition of WFLD-TV (ch. 32) Chicago from Field Enterprises Inc. for \$10 million. Deal would actually be two-step affair, with Field, 50% owner, acquiring remaining 50% from Harry

and Elmer Balaban and other principals for \$2.5 million, then transferring ownership to Metromedia. Field reportedly will have lost \$2.6 million as result of its ownership and operation of WFLD-TV, even after counting \$10 million from Metromedia. Station went on air Jan. 4, 1966.

Commission staff is recommending approval of sale. But commissioners who generally oppose purchases by multiple owners—Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson—may raise questions.

## War of words

Phil Dean, New York publicist, has been retained by National Association of Broadcasters for special public-relations work in cable TV. His activity will be coordinated through NAB's special CATV negotiating committee headed by Bill Fox of KFMB-TV San Diego.

Jack Harris, KPRC-AM-TV Houston, president of Association of Maximum Service Telecasters, is member of NAB's CATV committee and has advocated stronger public relations both in general releases of information and in advising broadcasters. NAB committee meets in Washington Tuesday (Jan. 6). Mr. Dean expects to spend about two days a week at NAB headquarters.

## On the way

Broadcast Pioneers Educational Fund's drive for \$750,000 to build and operate radio-TV historical and reference center is three-fourths way toward goal with late-1969 contributions of \$100,000 by CBS, \$25,000 by ABC and \$10,000 each by Steinman station group and Capital Cities Broadcasting. With \$560,000 now committed by wide range of big, middle-sized and small broadcasters (among earlier contributions was one for \$100,000 by NBC), campaign leaders plan to broaden sights to include broadcast-related organizations—communications lawyers, engineers and talent, whose campaigns have already been at least tentatively set up, and, in near future, station reps, agencies, advertisers, producers and suppliers.

Leaders of nonprofit fund—G. Richard Shafto of Cosmos Broadcasting is president; Ward Quaal of WGN-Continental stations and Roger W. Clipp, broadcast consultant, are co-chairmen of fund drive—expect to open center this year, broadcasting's 50th anniversary. It will be based in National Association of Broadcasters' new headquarters in Washington.

INDIANA UNIVERSITY

The President's Office

Bryan Hall

BLOOMINGTON, INDIANA 47401

AREA CODE 812  
TEL. NO. 337-4613

September 30, 1969

Mr. Eldon Campbell  
Vice President and General Manager  
The WFBM Stations  
1330 North Meridian Street  
Indianapolis, Indiana 46202

Dear Eldon:

I wish to thank you for sending me the fascinating study of the Negro in Indianapolis. I did catch the first of your series over Channel 6 and was greatly impressed by the objectivity with which your excellent reporter handled the information. Of course, I have come to expect this kind of excellence from your station, which I am also pleased to note has been very supportive of the things we are attempting to accomplish at Indiana University.

I shall advise you of the ultimate cataloging, but I assure you that for the time being the volume will stay in my office so that I may have an opportunity to examine it carefully.

Once again, thank you for your consideration.

Cordially,

*Joe*  
Joseph L. Sutton,  
President

*The Station  
that Serves Best  
am Sells Best!*

Fidelity Television Inc., which hopes to take over KHJ-TV Los Angeles from RKO General Inc., sees ominous handwriting on the wall as purported Fidelity investor charges his signature was forged on stock subscriptions. See . . .

## Forgery charged in KHJ-TV case . . . 17

Competition and expenses build as TV news audience is wooed, leaving 1969's practice of local half-hour newscast inadequate KPIX(TV), WGN-TV, WSM-TV and WHTN-TV examined in special report. See . . .

## What it takes to score in local news . . . 18

January's 'Telestatus' breaks down retail-sales data by TV market showing total retail sales, food sales, drug sales, automotive sales and effective buying income; ADI market rank and its total U.S. dollar percentage. See . . .

## Where sales dollars are in TV markets . . . 22

American Brands Inc. loses bid to obtain court order prohibiting three television networks from refusing to accept advertising for two of American's cigarette brands unless 'tar' and nicotine data are included. See . . .

## American encounters court rebuff . . . 30

As AT&T's rates increase, NBC and CBS affiliates feel the strain of a 6.5% cut in compensation rates—slack will be taken up by affording more time for local sale. Westinghouse's McGannon critical of plan. See . . .

## WBC balks at compensation loss . . . 34

Lamar Life Broadcasting Co., former licensee of WLBT (TV) Jackson, Miss.—now operating station on temporary basis—calls FCC action vacating its license 'unlawful and unprecedented action,' asks for redress. See . . .

## Another round for WLBT(TV) . . . 39

Coeur d'Alene Cablevision may provide unique test of FCC's proposed retransmission consent rules—it has retransmission approval from both distant stations involved and seven program copyright owners. See . . .

## Copyright approvals given Idaho CATV . . . 40

TV network schedules in first quarter of 1970 list numerous specials, sporting events and regular network programming with day, time and sponsorship in regularly quarterly feature. See . . .

## TV network showsheets . . . 42

American Newspaper Publishers Association says FCC's CATV rules put newspapers wanting to disseminate news via cable in position of choosing between FCC-imposed 'censorship' or denial of cable facilities. See . . .

## Print media stresses fear of FCC . . . 45

RCA President Robert W. Sarnoff expects company sales for 1969 to reach a new record level, exceeding 1968 by \$3.1 billion. He also believes earnings will be the second highest in RCA's 50-year history. See . . .

## RCA expects sales record . . . 48

### Departments

AT DEADLINE .....	9	PROGRAMING .....	40
BROADCAST ADVERTISING .....	30	PROMOTION .....	50
CHANGING HANDS .....	36	SPECIAL REPORT .....	18
CLOSED CIRCUIT .....	5	TELESTATUS .....	22
DATEBOOK .....	12	WEEK'S HEADLINERS .....	10
EDITORIALS .....	62	WEEK'S PROFILE .....	61
EQUIPMENT & ENGINEERING ....	47		
FATES & FORTUNES .....	50		
FOCUS ON FINANCE .....	48		
FOR THE RECORD .....	52		
INTERNATIONAL .....	46		
THE MEDIA .....	34		
MONDAY MEMO .....	15		
OPEN MIKE .....	14		



### 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.

One of the nation's newest and most dynamic conglomerates has been formed in Dixie! Gray Communications combines the vast facilities of three television stations that cover the big, rich Southern markets of Albany, Georgia . . . Panama City, Florida . . . Monroe, Louisiana . . . and El Dorado, Arkansas . . . with the ever-expanding Gray Communications Cablevision Company, and one of the South's best known newspapers, The Albany Herald.

# this is Gray Communications

Although Gray Communications is new, the scope of its conception and the reach of its facilities already combine to create a communications system that serves areas totaling thousands of square miles.

If you have something to sell down South in the dynamic Gray markets . . . sell it better. Contact your representative and Gray Communications with confidence!

**Gray Communications Systems, Inc.**, James H. Gray, President; Raymond E. Carow, Vice President, Albany, Georgia.



## GRAY COMMUNICATIONS SYSTEMS INC.

WALB-TV (10)  
Albany, Georgia

WJHG-TV (7)  
Panama City, Florida

KTVE-TV (10)  
El Dorado, Ark.-Monroe, La.  
Represented by Adam Young-VTM

WALB-TV, WJHG-TV and KTVE-TV  
Represented in the South  
by James S. Ayers, Company Inc.  
Atlanta, Georgia-Charlotte, N. C.

The Albany Herald, Inc.  
Albany, Georgia  
Represented by  
Ward-Griffith Company

Gray Cablevision, Inc.  
Albany, Georgia



## Files antitrust suit in 'per use' quarrel

Asks for interim arrangements pending outcome

In unprecedented move, CBS Inc. filed suit under antitrust laws last week in its bid for new form of music licenses under which CBS-TV network would pay only for music it actually uses (BROADCASTING, Dec. 22, 29). American Society of Composers, Authors and Publishers and Broadcast Music Inc. were named defendants. Suit brought prompt charge of bad faith from BMI officials, already irked by CBS-TV's handling of original request for per-use licenses and by what they regarded as "incalcitrant refusal" by CBS-TV to bargain over period of several months. BMI President Edward K. Cramer reminded CBS that CBS-TV's BMI license was expiring last Thursday (Jan. 1) and warned if network played BMI music it would be guilty of copyright infringement.

CBS complaint, filed on eve of New Year's holiday, charged that BMI and ASCAP had refused CBS-TV's Dec. 19 request for per-use licenses, insisting instead that network take either blanket license of per-program license.

"Thus," complaint said, "each licensing society has conditioned the grant of a performing rights license to copyrighted music in its pool upon the payment by [CBS-TV] of royalties measured by total time charges for programs in which none of that society's copyrighted music (or, indeed, no music or the copyrighted music of another licensor) is used, and upon the payment of the same royalties for a program using only a single copyrighted musical composition as for a program using many such compositions.

"Each licensing society is therefore using the leverage inherent in its copyright pool to insist that [CBS-TV] pay royalties on a basis which does not bear any relationship to the amount of music performed. Such insistence by ASCAP and BMI constitutes misuse by each of them of the copyrights in their pools."

ASCAP members and BMI members, suit contends, have "created copyright pools in violation of Sections 1 and 2 of the Sherman Act."

Suit, in U. S. Southern District Court in New York, asks court to order ASCAP and BMI to grant CBS-TV per-use licenses on "reasonable" rates "permanently and during the pendency of this action"; to enjoin ASCAP and BMI from suing or threatening to sue

CBS-TV or its affiliates for copyright infringement; to hold that ASCAP and BMI have "misused" their copyrights and that such copyrights are "unenforceable" against CBS-TV.

Coincident with complaint filing, CBS-TV sent letters to ASCAP and BMI asking for right to continue using their music until suit is settled. It said that on Jan. 1—when its licenses with both organizations expired—it would start keeping records on CBS-TV's use of BMI and ASCAP music "so that it may be practicable for CBS to pay royalties on a 'per-use' basis retroactive to Jan. 1, 1970." CBS also offered to meet with music-licensing organizations to work out interim payment plan "to avoid economic hardship to any of your members" while case is pending.

BMI President Cramer wired CBS on Dec. 31, 1969 that BMI received its letter at about 3:45 p.m. on that date "despite our notice to you that the BMI office would close today at 1 p.m." BMI considers Dec. 31 request for interim license starting Jan. 1 "is not made in good faith," he said. "We have attempted to negotiate a new license with you for the past eight months, yet you have waited to request the interim license only eight hours before your current license expires. . . ."

ASCAP was closed Friday (Jan. 2) and efforts to reach officials for comment were unsuccessful. BMI officials were drafting letter to be sent to CBS-TV affiliates this week reassuring them that BMI's quarrel was with CBS, not them, and that they would not be sued for copyright infringements by CBS-TV.

For observers, one irony in CBS-BMI dispute was that CBS was one of BMI's founders.

### Get week's grace

Television cigarette commercials branded misleading by Federal Trade Commission, and ordered off air Jan. 1, 1970 by National Association of Broadcasters' Code Authority, get a week to fade out.

NAB code cigarette subcommittee granted American Brands and other cigarette firms involved, such as R. J. Reynolds Tobacco and Lorillard Corp., until midnight, Jan. 7 to pull or find substitutes for offending commercials. American Brands, after losing two attempts on Dec. 31, 1969 to get court

stays of earlier order denying injunction against code rules (see page 30), asked for two weeks to comply. Code group agreed to one week. American and other firms pleaded physical impossibility of getting commercials changed by Code Authority's New Year's deadline.

On final day of 1969, U.S. District Court denied American's motion for temporary order to stay effect of Dec. 15 denial or order seeking delay in code guidelines. Action was appealed to U.S. Court of Appeals and denied on same day.

### Burch-Johnson squabble

FCC Chairman Dean Burch and Commissioner Nicholas Johnson were swapping verbal punches again last week, this time in connection with commission order dealing with recently approved \$150 million long-distance telephone rates. Commissioner Johnson felt commission should have pressed for deeper cuts.

Chairman Burch, in statement accompanying order denying reconsideration of reduction, said Commissioner Johnson had issued "table-pounding dissent" because he lacked knowledge of facts and law.

Chairman also accused Commissioner Johnson of making "broadside attacks upon the intelligence and integrity of my fellow commissioners and our undermanned staff."

Commissioner Johnson, in "addendum" to earlier dissent, brushed off chairman's remarks about "table pounding" as "threadbare debater's canard" to which he had been introduced "many years ago" and had stopped using after first year in law school.

### Files for Miami ch. 10

Post-Newsweek Stations Inc., which acquired WLW-TV Miami in September, was faced Friday (Jan. 2) with competing application filed against renewal of channel 10, ABC affiliate.

Challenge comes from group called Greater Miami Telecasters Inc., composed of 11 stockholders, most of them businessmen and attorneys from Miami area. None is involved in ownership of other media.

Application reflects view that station should be locally owned. It says surveys taken of hundreds of community leaders and members of general public reveal feeling that station is not providing sufficient public affairs programming

in prime time to help community meet its problems.

Post-Newsweek is subsidiary of Washington Post Co., publisher of *Washington Post* and *Newsweek Magazine*, and licensee of WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla.

It bought WLBW-TV and WCKY(AM) Cincinnati from L. B. Wilson Inc. for \$19.6 million. FCC approved sale on Sept. 24, 1969 (BROADCASTING, Sept. 29, 1969). Renewal date for Florida stations is Feb. 1.

President of Greater Miami and 9.7% owner is W. Sloan McCrea, president of food brokerage company and chairman of several banks in Miami. Other principals include William D. Pauley, one-time ambassador to Cuba and now president, chairman and principal owner of Talisman Sugar Corp. of Miami; Frank Smathers Jr., banker and brother of former Florida senator George Smathers.

Application was filed by Washington law firm, Welch and Morgan, which represents number of other applicants seeking to supplant existing TV licensees.

### Seeks pole line order

FCC has been asked to extend authority over CATV matters to cover pole-attachment agreements that public utilities—power companies as well as telephone companies—offer cable systems.

California Community Television Association made request in complaint it filed last week against General Telephone Co. of California and several related companies, and Southern California Edison Co.

CCTA, whose complaint came as result of price increases proposed or ordered, also asked commission to issue cease and desist orders to bar utilities from increasing rates pending commission's "further determination."

### CBC earnings still up

Although reporting "appreciably higher" 1969 earnings in its major division, broadcasting, Cox Broadcasting Corp., Atlanta, has revised its forecast of \$2.60-\$2.70 for net income per share downward by about 15 cents per share.

CBC President J. Leonard Reinsch attributed revision to lower-than-expected revenues from broadcasting in fourth quarter of 1969. Anticipated write-downs of promotional game shows in company's program production and distribution division were primarily responsible, Mr. Reinsch said. In 1968, CBC reported earnings of \$2.35 per share.

CBC last month announced 2-for-1 split of common stock to stockholders of record today (Jan. 5). On Feb. 2 they will receive one additional share for each share held (BROADCASTING

## Week's Headliners

**Ralph B. Johnson**, executive VP, R. W. Rounsaville Stations, Atlanta, named president. He succeeds **Robert W. Rounsaville**, owner of station group, who becomes chairman of board and chief executive officer. Rounsaville stations are WFUN(AM) South Miami, WDAE-AM-FM Tampa, Fla., WYLD(AM) New Orleans, WCIN(AM) Cincinnati, WLOU(AM) Louisville and WVOL(AM) Berry Hill, Tenn.

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

Dec. 15, 22, 1969).

Mr. Reinsch also reported higher earnings from company's publishing and services divisions and from its CATV affiliate, Cox Cable Communications Inc. Revenues and per-share earnings of Cox Cable will both show gains of about 15% over 1968, he said.

Cox Cable, which in 1969 bought Telesystems Corp., operator of cable systems in 29 communities, now owns—wholly or partially—cable systems serving about 172,000 subscribers in 51 communities.

Annual CBC stockholders meeting is scheduled for March 19 in Atlanta.

### Claims charges 'not true'

Counsel for Fidelity Television Inc. on Friday (Jan. 2) said White House aide "is badly wrong on his facts" in asserting his signature was forged to two stock-subscription agreements filed with FCC (see page 17).

Edward P. Morgan declined to comment in detail, but said that when Kenneth E. BeLieu "asserts there was forgery, it's not true." He added that Fidelity would respond to charge with documentation "that will demonstrate Mr. BeLieu is in error."

Commission's Broadcast Bureau cited Mr. BeLieu's affidavit in urging commission to reopen hearing record in proceeding in which Fidelity is attempting to supplant RKO General Inc.'s KHJ-TV Los Angeles as occupant of channel 9.

But Mr. Morgan said affidavit is so "inconsistent" internally "as to be ridiculous." He referred to Mr. BeLieu's acknowledgement that Mr. BeLieu signed statement that he was share subscriber. He also referred to Mr. BeLieu's contention he was improperly portrayed as director of Fidelity while saying he was introduced as director to group of persons interested in Fidelity.

Mr. Morgan also noted that Mr. BeLieu was removed as Fidelity stockholder before actual start of hearing,

which culminated in August in hearing examiner's recommendation that Fidelity be favored for channel 9 over incumbent.

Case was not tried "on basis that Mr. BeLieu was stock subscriber," Mr. Morgan said. "Commission was entitled to correct information, and that's what it got."

Late Friday (Jan. 2) Fidelity asked for extension of time from Jan. 7 to Jan. 19 to reply to Broadcast Bureau's request that KHJ hearing be reopened.

### Billings up

Benton & Bowles' estimated domestic billings in 1969 were \$136.4 million, up nearly \$4 million from previous year, Victor G. Bloede, agency's president, said in year-end summary of agency's activity.

Mr. Bloede said over-all billing, including international, is estimated \$201.7 million in 1969, up from \$182.7 million.

He noted that during 1969 B&B picked up Avis and \$4 million Hasbro toy accounts and became agency of record on Morton-Norwich, while resigning Lorillard's Kent and Century 100s cigarette billings.

### Fingers walk on TV

TV campaign for "year's best seller," Yellow Pages, begins today (Jan. 5) in Southwestern Bell Telephone territory.

Series of 10- and 30-second spots offering odd-ball book reviews was created by Gardner Advertising, St. Louis. Spots for directory will be shown for 39 weeks over 50 stations in Missouri, Texas, Kansas, Oklahoma and Arkansas. Five 30-second radio spots are planned for more than 75 stations during summer. Southwestern Bell is dropping 60's and 20's, in favor of 30's and 10's, which company expects will reach 10% to 12% more adults per ad dollar.

### Ask CATV for Washington

District of Columbia city council has been asked to establish ordinance for cable TV including dedication of at least three channels—for education, for government agencies and for community organizations.

Proposal was filed Dec. 30, 1969 by The People Inc., non-profit group organized last May to provide Black programming for TV, radio, motion pictures and other media. President and chairman of group is George C. Corbin, former director with WTOP-TV Washington.

In suggesting that one channel be specified for community organizations, The People Inc. recommended that this be on common carrier basis to make it available to general public.



## about time...

The man in the middle of the picture is Hal Mayfield who has a great interest in time. He's a Pre-Columbian Art buff, and can talk for hours on the cultures and civilizations of people who lived 2000 years ago. He's also an authority on television time. If this is your interest as well, it's about time you talked to Hal Mayfield. He's WFAA-TV's National Sales Manager.

# WFAA-TV DALLAS-FORT WORTH

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

**"An FM Transmitter  
that's heard  
but not seen"...**



CCA FM 10000D  
10 KW FM

That's the comment of CCA FM users. These popular transmitters require no constant adjustments, no "Super Technical Staffs" and are reliable beyond expectations. Contact your CCA representative or, better yet, — your "Relaxed" fellow broadcaster.



CCA ELECTRONICS CORP.  
GLOUCESTER CITY, N. J.  
(609) 456 1716

## Books for Broadcasters

### Television Station Management

The Business of  
Broadcasting  
edited by Yale Roe

Seventeen prominent broadcasters draw upon their extensive experience to present a comprehensive view of the practical aspects of television. Examines, in detail, the realities of operating a television station—management; programing; news; production; advertising, promotion and publicity; sales; traffic; technical services.

256 pages, illustrated (paper back) \$3.95

ORDER FROM



106.

**Broadcasting Book Division**  
1735 DeSales St., N.W.  
Washington, D. C. 20036

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

106. Television Station Management, \$3.95  
 104. 1970 Broadcasting Yearbook, \$11.50

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## Datebook®

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

\*Indicates first or revised listing.

### January

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—Deadline for entries in *Northwest Broadcast News Association* broadcast news awards competition. Entries to be mailed to: public relations department 220-6w, 3-M Center, St. Paul.

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. 12-14—Convention of *National Collegiate Athletic Association*. Statler Hilton, Washington.

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—Annual broadcasters luncheon sponsored by *American Red Cross*. University Club, N.Y.

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

Jan. 15—National foreign policy conference for editors and broadcasters sponsored by *Department of State*. Participants will include Secretary of State William P. Rogers and other high-ranking government officials. Invitations may be obtained by writing to director, Office of Media Services, Department of State, Washington. Conference will be held in New Department of State building, Washington.

Jan. 15—News clinic sponsored by *New Jersey Broadcasters Association*. Brunswick Inn, East Brunswick.

Jan. 15—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* New York.

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 Television 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 F. L. McClenning recommending that AT&T and Western Union eliminate preferential press telegraphic and telephotographic rates. FCC, Washington.

Jan. 21—Prehearing conference on mutually exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc., and Dudley Station Corp. for Boston channel 7, now occupied by WNAC-TV. 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. 22-23—Oral argument on FCC's proposal to open UHF portion of spectrum to land-mobile radio users. FCC headquarters, Washington.

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—Radio-TV Institute sponsored by *Georgia Association of Broadcasters*. Speakers will include Bill Gavin, programing consultant, and Marlon Corwell, national president of American Women in Radio and Television Inc. U. of Georgia, Athens.

Jan. 30—Comments due on FCC's primer designed to clarify requirements of broadcast applicants in ascertaining community needs.

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.

Jan. 31—Broadcast news seminar for South Carolina newsmen and station personnel sponsored by *South Carolina AP Broadcasters Association*. Sheraton-Columbia Motor Inn, Columbia.

### February

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. 5—Meeting of *Minnesota AP Broadcasters Association*. Minneapolis.

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

**ABB 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—Wiltshire Hyatt House, Los Angeles.

ville.

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

Feb. 6-7—Convention of *New Mexico Broadcasters Association*. Clark B. George, president of CBS Radio Network, and FCC Commissioner Robert Wells are to speak. Hilton hotel, Albuquerque.

Feb. 6-7 — Annual *Northwest Broadcasters 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 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. 12-13—Mid-winter general membership meeting of *California Broadcasters Association*. Keynote speaker on Feb. 13 will be FCC Chairman Dean Burch.

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. 24-27—Annual National Association of Television Program Executives conference. Hotel Plaza, Miami.

Feb. 25—Hearing on mutually exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc. and Dudley Station Corp. for Boston channel 7, now occupied by WNAC-TV, Boston.

Feb. 26 Annual dinner of *Radio-Television Correspondents Association*. Washington.

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

### March

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

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.

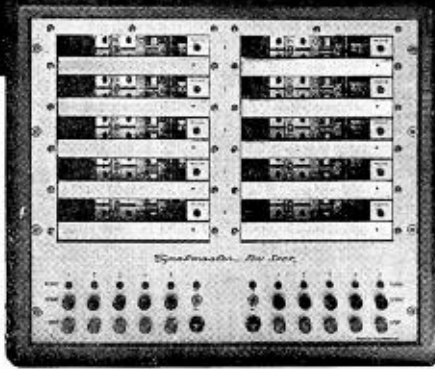
March 19—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

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.

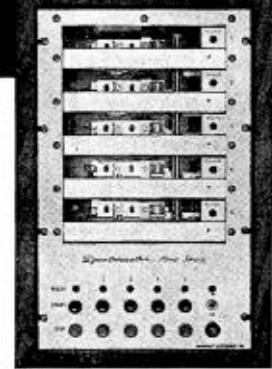
■Indicates new or revised listing.

# Spotmaster

## Multiple Cartridge Playback Units



Ten • Spot Model 610B



Five • Spot Model 605B

## ... bringing a new dimension to pushbutton broadcasting

Spotmaster Ten • Spot (holding 10 cartridges) and Five • Spot (holding five) will reproduce any NAB Type A or B cartridge instantly at the push of a button . . . at random or in sequence. They may be operated manually or incorporated into programmed automation systems, using one, two or three NAB standard electronic cueing tones.

The Ten • Spot is designed for 19" rack mounting while the Five • Spot is available either in an attractive walnut-finished case or with a 19" front panel containing a cartridge storage cubicle. Both are backed by Spotmaster's iron-clad full-year guarantee.

For further information about these and other Spotmaster cartridge tape units, call or write today. Remember, *Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!*



## BROADCAST ELECTRONICS, INC.

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983

Let's talk *computerized* traffic / accounting

## broadcaster-to-BROADCASTER

Program Logs • Avals • Confirmations • Billing • Rep Reports • Copy Shortage Reports • Sales Analysis & Prognosis • Aging of Accounts Receivable • Time Income Reports • Sales Journal, etc.



VERY FEW INPUTS  
 NO KEY PUNCH CARDS  
 TO SORT,  
 STACK,  
 FILE  
 OR SHUFFLE

"THE PROFESSIONALS"  
**BROADCAST  
 COMPUTER  
 SERVICES**

A Division of Wolverine Broadcasting Corp.

CALL OR WRITE P.O. BOX 966, COLORADO SPRINGS, COLO. 80901 / (303) 471-3900

BROADCASTING PUBLICATIONS INC.  
Sol Talshoff, *president*; Lawrence B. Talshoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; B. T. Talshoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.



**BROADCASTING\*  
TELECASTING**

*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*  
Lawrence B. Talshoff, *executive VP*

#### EDITORIAL

Edwin H. James, *vice president and executive editor*.

Rufus Crater, *editorial director*  
(New York).

Art Kink, *managing editor*.  
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeldenberg,  
*senior editors*.

Joseph A. Esser, William R. Loch,  
Robert A. Malone, *associate editors*.  
Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, Steve Millard, *staff writers*; Albert N. Abrams, Donna Gall-  
ette, Deborah May Nordh, J. Daniel  
Rudy, Robert Sellers, *editorial assist-  
ants*. Erwin Ephron (*vice president*,  
*director of media, programing and*  
*media research*, Carl Ally),  
*research adviser*.

#### SALES

Maury Long, *vice president-  
general manager*.

George L. Dant, *production manager*;  
Harry Stevens, *traffic manager*; Bob  
Sandor, *assistant production-traffic  
manager*; Dorothy Coll, *advertising as-  
sistant*; Doris Kelly, *secretary to the  
vice president-general manager*.

#### CIRCULATION

David N. Whitcombe, *circulation  
director*.

Bill Criger, *subscription manager*,  
Michael Carrig, Kwentin Keenan,  
Jean Powers, Suzanne Schmidt, Arbenia  
Williams, Bertha Williams, Lucy Klim.

#### BUSINESS

Irving C. Miller, *comptroller*.  
Sheila Thacker.

#### 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. Gruplinski, Harriette Weinberg,  
*advertising assistants*.

Chicago: 360 North Michigan Avenue,  
60601. Phone: 312-236-4115.

Lawrence Christopher, *senior editor*.  
T. Byrne O'Donnell, *Midwest sales  
manager*.  
Rose Adragna, *assistant*.

Hollywood: 1680 North Vine Street,  
90028. Phone: 213-463-3148.  
Morris Gelman, *senior editor*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

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.

© 1969 by BROADCASTING Publications Inc.

**OpenMike®**

## Amen

EDITOR: RE YOUR DEC. 29 EDITORIAL,  
"NEWS ISN'T NEGOTIABLE": BRAVO AND  
AMEN.—Richard Salant, *president, CBS  
News, New York*.

(The editorial discussed the unsatisfactory  
results of a meeting between members of  
the board of the Radio-Television News  
Directors Association and Vice President  
Spiro Agnew to discuss the latter's criticism  
of broadcast news.)

## Urban League clarification

EDITOR: In BROADCASTING, Oct. 20,  
1969, you stated that Frederick S. Wea-  
ver was appointed a consultant to the  
National Association of Broadcasters  
"to assist broadcasters in fighting off  
challenges to license renewals." You  
further stated that the "National Ur-  
ban League also is one of [Mr. Wea-  
ver's] clients."

We wish to make clear that the Na-  
tional Urban League is not one of Mr.  
Weaver's clients.

Our understanding is that Mr.  
Weaver, who operates Public Relations  
Enterprises, Inc. is a public relations  
consultant to the Urban League of  
Greater New York, which is one of 94  
local urban leagues affiliated with the

National Urban League.

Mr. Weaver was hired by the trustees  
of the New York League. But he is  
not a representative of or a spokesman  
for the National Urban League.—Whit-  
ney M. Young Jr., *executive director*,  
*National Urban League, New York*.

## KPEN call letters discarded

EDITOR: In BROADCASTING, Dec. 8,  
1969, mentioning the two San Fran-  
cisco stations that broadcast a four-  
channel stereo program, you listed the  
stations as KPEN(FM) and KRON-FM.  
We changed the KPEN call letters in  
December 1968 to KIOI and the station  
is promoted and identified as K-101.—  
James Gabbert, *general manager, KIOI  
(FM) San Francisco*.

## Jumped the gun

EDITOR: The story in BROADCASTING,  
Dec. 29, 1969, is premature. The only  
step taken to change our call letters  
[to WPLG-TV] has been to circulate a  
letter to area media advising our in-  
tent to change call letters—Patricia  
Alter, *publicity director, WLBW-TV  
Miami*.

## BookNotes®

*Broadcasting and Social Action, 1969*,  
by the editors of Educational Broad-  
casting Review. *National Association of  
Educational Broadcasters, Washington*.  
79 pp. \$3.95.

Broadcasters who want to serve the  
minorities in their area but who feel  
slightly inadequate can take heart. The  
National Association of Educational  
Broadcasters has issued a paper-bound  
book whose title defines its purpose and  
whose subtitle, "A Handbook for Sta-  
tion Executives," explains its function.

A guide on how to program for  
minority groups, the booklet contains a  
series of essays written by broadcasters  
who have experimented successfully  
with programing for the disadvantaged.  
It also contains 60 brief case histories  
of programing for and by minority  
groups broadcast by commercial and  
noncommercial stations, and is illus-  
trated in color by inner-city elementary  
students of the Morgan School, Wash-  
ington. Patricia Kiely Moran, NAEB  
publications, editor, was the coordinat-  
ing editor.

"Of Time and Chase," 1969, by Edison  
B. Allen. *The Habersham Corp., New  
Orleans*. 178 pp. \$12.50.

In 1964, John C. Chase became the first  
editorial cartoonist ever to draw regu-

larly for television when wdsu-TV New  
Orleans began running his drawings on  
its newscasts. Mr. Chase was no neo-  
phyte, however; in fact, his career  
stretched back to the 1920's. The whole  
story is documented in this book, writ-  
ten and edited by Edison B. Allen, vice  
president for development at the Uni-  
versity of Alabama. Featured, of course,  
are hundreds of Mr. Chase's cartoons.  
*Your Career in Film Making: George  
N. Gordon and Irving Falk. Julian  
Messner Career Books, New York, N.Y.*  
224 pp.

This is another in a series of "career"  
books and attempts to draw a picture  
of the film world capitals and the career  
opportunities that might exist there for  
young people. There are several photo-  
graphs of some famous producers and  
directors and a worthwhile listing in the  
index of colleges offering film courses.  
*Tape Recording for Fun & Profit: Walter  
G. Salm. Tab Books, Blue Ridge  
Summit, Pa.* 224 pp. \$7.95 hardbound.  
This is an in-depth guidebook for tape-  
recording enthusiasts on equipment and  
techniques. Beginning with basics about  
recording, the book describes features  
to look for in purchasing recorders,  
and how to decide what is suitable for  
different recording situations.

## The heuristic approach to broadcast buying

Broadcast buying has become an incredibly complicated activity. With four different prices for every TV spot, more stations, more cables, and more data, it takes great skill to make good buys today.

The growth of piggybacking, the increasing purchase of spots at pre-emptible rates, and the market-by-market differences in spot television opportunities have heightened the need for expert negotiation.

Our people are encouraged to use the heuristic approach to buying. So that you won't have to look that term up in your Funk & Wagnall's, let me give you a clue to its meaning. The heuristic approach is a method of learning which encourages the student to discover for himself. It's a method in which the student is allowed to learn independently through his own investigation. It's an empirical method incapable of proof.

That, of course, is the beauty of the numbers approach. It gives a buyer the warm, incontestable feeling that he has made a great buy. However, we all know that the numbers are full of pitfalls.

We had this brought home to us last fall when a client complained bitterly about a spot we ran for him in *Mannix* (CBS) on Saturday night. It was a high-rated spot, and we thought it was a good buy. But on that particular Saturday night virtually everyone in the market (Baton Rouge) was watching Louisiana State University play football on another channel. No spot opposite LSU football is likely to be a winner in Baton Rouge, and we should have been alert to that fact in advance.

This story illustrates why our buyers are urged to go beyond the numbers. We urge them to examine, study, explore, and analyze. This kind of careful investigation can lead to real value.

Another important part of our media philosophy is that value received is more important than price alone. A \$60 spot may be a far better buy than a \$36 spot in terms of mileage per dollar.

We believe it is important to resist the usual. It is wise, we feel, to do things differently, and hopefully a little bit smarter, than the other guy. This is not easy, and it has its hazards. Media innovation tends toward gimmickry. It is not enough to be different unless the new approach is sounder.

Another important part of our buying philosophy is that we believe in riding the front edge of a wave, catching a buy on the upswing and realizing the extra value, spotting a trend from which there can be a benefit. Isn't that really the key to business success? We have common expressions such as "being at the right place at the right time" and "getting in on the ground floor". All of us know this isn't just dumb luck but rather the result of good business vision.

The advertiser is looking for maximum reach and frequency at the lowest possible cost-per-thousand. He is also striving for impact. This involves many considerations beyond gross-rating-point levels and C-P-M guidelines—considerations such as audience quality, programming environment, trade influence, etc. Our goal is to give the client's selling message the best possible chance to do its selling job. We're keenly interested in the audience size/schedule price relationship, but the task must go far deeper.

There is an unhealthy aspect to the current skirmish between agencies and independent media buying organizations. The independent media buying organizations are obsessed with price measurements and espouse the "we can get it for you wholesale" philosophy. Some agencies will meet this approach head-on and beat the independent media buying organizations at their own game.

The essential difference between an agency and an independent buying service is the agency's concern and responsibility for brand performance in the

market place. Buying services are simply looking for cost efficiency so they often go where the deals are best. This tends to place disproportionate emphasis on stations that are not performing strongly.

Another development in the business which deserves comment is the computer. It is being harnessed increasingly in the realm of media planning and processing.

Clients require accurate documentation not only as to viewers and listeners reached but also the kind of viewers and the kind of listeners. This data is available, and our computer helps us to organize and analyze it. We also know that the stations, the representatives, and the syndicated information services could not operate smoothly today without electronic data processing.

Yet it's important to keep the computer in proper perspective. While it has been an immense help in processing vast amounts of data, the success of decision-making models, in our field, has been minimal up until now. While further progress in this direction is assured, we tell our buyers that the most reliable computer ever made is the one on their shoulders.

So now we're back to the original premise of this memo, the advantages of the heuristic approach. With the complexities of today's broadcast world and despite all the wonders of modern technology, there is still a need in broadcast buying for common sense and judgment. There is no substitute for the experienced use of a happy rule of thumb. That's the heuristic approach. Try it. It works.



*George R. Bailey Jr. has been vice president and media director at Tracy-Locke since May 1968. He learned media buying at Young & Rubicam, New York, and marketing at New York University. In 1955, he joined Cunningham & Walsh, New York, as a media buyer, and one year later, in August 1956, moved to Burke Dowling Adams, Atlanta. He returned to Young & Rubicam in 1965, serving as media group supervisor in the Detroit office until his present appointment.*

**PRESENTING**

# Starlite 3&4

## Starlite 3

**30 FEATURES (19 IN COLOR)**

APRIL IN PARIS  
BEAST FROM 20,000 FATHOMS  
BLOOD ALLEY  
BREAKTHROUGH  
BY THE LIGHT OF THE SILVERY MOON  
CAPTAIN HORATIO HORNBLOWER  
CARSON CITY  
THE CHARGE AT FEATHER RIVER  
CLOSE TO MY HEART  
COME FILL THE CUP  
DALLAS  
THE DAMNED DON'T CRY  
EAST OF EDEN  
HASTY HEART  
I CONFESS  
THE IRON MISTRESS  
THE JAZZ SINGER  
JIM THORPE—ALL AMERICAN  
KING RICHARD AND THE CRUSADERS  
LULLABY OF BROADWAY  
THE MASTER OF BALLANTRAE  
OPERATION PACIFIC  
SHE'S WORKING HER WAY  
THROUGH COLLEGE  
THE SILVER CHALICE  
STAGE FRIGHT  
STOP, YOU'RE KILLING ME  
THE STORY OF WILL ROGERS  
STRANGE LADY IN TOWN  
TRACK OF THE CAT  
YOUNG MAN WITH A HORN

## Starlite 4

**30 FEATURES (16 IN COLOR)**

BATTLE CRY  
THE BIG TREES  
BRIGHT LEAF  
THE DAUGHTER OF ROSIE O'GRADY  
THE EASY WAY  
FORCE OF ARMS  
HIS MAJESTY O'KEEFE  
ILLEGAL  
I'LL SEE YOU IN MY DREAMS  
LIGHTNING STRIKES TWICE  
THE LION AND THE HORSE  
THE MACOMBER AFFAIR  
THE MAN BEHIND THE GUN  
MARA MARU  
THE MIRACLE OF OUR LADY OF FATIMA  
MISTER ROBERTS  
MONTANA  
ON MOONLIGHT BAY  
PHANTOM OF THE RUE MORGUE  
REBEL WITHOUT A CAUSE  
THE SEARCHERS  
SINCERELY YOURS  
A STAR IS BORN  
THEM  
THIS WOMAN IS DANGEROUS  
THREE SAILORS AND A GIRL  
TROUBLE ALONG THE WAY  
THE WEST POINT STORY  
THE WINNING TEAM  
THE WRONG MAN

In the great tradition of Starlite 1 & 2, WB-TV presents Starlite 3 & 4. Averaging 100 minutes running time, these specially selected post-'50 reruns have never been shown on network television.

**WARNER BROS. TELEVISION**

NEW YORK • CHICAGO • DALLAS • LOS ANGELES



## Forgery is charged in KHJ-TV case

Nixon aide says name was faked by applicant that examiner proposed to get station's channel

The Los Angeles channel-9 case, which has been largely marking time since a hearing examiner in August recommended that the facility be taken away from RKO General Inc.'s KHJ-TV and awarded to a competing applicant, Fidelity Television Inc., has taken a dramatic turn. A purported investor in the new applicant, who is now a White House aide and who had served in the administrations of Presidents Kennedy and Johnson, has charged that his signature was forged to two Fidelity stock subscriptions filed with the FCC.

Kenneth E. BeLieu made the charge in an affidavit given to the Federal Bureau of Investigation in connection with what he understands is "an inquiry into alleged false documents which were supplied to the Federal Communications Commission in support of an application for channel 9, Los Angeles. . . ."

Mr. BeLieu, who worked for President Nixon in Washington during the last weeks of the presidential campaign, is the President's deputy assistant for congressional relations. He was assistant secretary of the Navy for installations and logistics from 1961 until 1965, and then served six months as under secretary.

The FBI, which obtained his affidavit on Sept. 24, turned it over to the commission, whose Broadcast Bureau has asked that the channel-9 case be reopened. The bureau said that Mr. BeLieu's statements, which it added also raise questions about the validity of other documents filed by Fidelity, should be examined in a hearing.

The bureau said the affidavit "raises most serious questions concerning the accuracy of the representations made to the commission by Fidelity, and, hence, as to whether Fidelity possesses the requisite qualifications to be a licensee of the commission."

William G. Simon, president of Fidelity, an attorney and a former FBI agent, declined to comment on Mr. BeLieu's statement or the bureau's peti-

tion. He said on Tuesday the papers had not yet reached him in Los Angeles, and added, "Whatever is said [in the documents] will be met in due course."

Mr. Simon's name has been associated with two other groups seeking television channels in the Los Angeles area. He helped assemble, and is local counsel for, the Voice of Los Angeles, a group of area residents seeking Los Angeles channel 4, now occupied by NBC's KNBC(TV). He is also the local attorney for Golden Orange Broadcasting Co., one of the applicants contesting for unoccupied channel 56 in Anaheim, Calif.

The battle over Los Angeles channel 9 has already become one of the most significant ever fought before the FCC. It began in 1965, and has been costly

---

**'Telestatus' exclusive, the television markets ranked by retail sales, begins on page 22**

---

to both participants. And Examiner Thomas Donahue's recommendation that the verdict go to Fidelity, composed of Los Angeles area businessmen untried in broadcasting, added considerably to the concern of broadcasters worried about the rash of competing applications being filed against existing licenses at renewal time.

Mr. BeLieu became associated with Mr. Simon in 1965, after leaving the government and joining Leisure World Foundation, a nonprofit management corporation that develops retirement communities. Its headquarters then were in Laguna Hills, Calif., and Mr. Simon was president. Mr. BeLieu succeeded Mr. Simon as president in February 1966, but resigned that position in August of that year. He remained on the board of Leisure World until the following January.

The two stock subscriptions cited in

Mr. BeLieu's affidavit were dated Nov. 30, 1965, for 5,000 shares (\$50,000), and Jan. 6, 1966, for 2,500 shares (\$25,000). The second was in substitution for, not in addition to, the first.

"The signatures on these documents are not my signatures," Mr. BeLieu said. "I do not know who signed my name to these documents." He also said that although he had orally advised Mr. Simon he would invest up to \$5,000 in Fidelity—after Mr. Simon told him that Fidelity represented "a very lucrative investment"—he had never authorized Mr. Simon or any other officer of the company to sign his name to the stock-subscription documents.

He specifically said he refused Mr. Simon's request that he sign a stock subscription agreement "calling for a total liability of [\$]20 to [\$]25,000." He added that he "kept avoiding this issue with Simon, who was my boss, because I did not want to sign the agreement because I had only agreed to commit myself to a maximum of \$5,000."

Mr. BeLieu, who was represented in Fidelity documents between Dec. 2, 1965, and April 14, 1965, as being one of the applicant's stock subscribers, said he never signed a subscription agreement for Fidelity stock, paid for stock or received any.

However, Mr. BeLieu said he recalls signing an affidavit in which he asserted that he was a share subscriber in Fidelity and that Mr. Simon had asked him to become a subscriber on or about Nov. 20, 1965. Fidelity filed the affidavit, dated Feb. 23, 1966, as part of its response to a request by RKO General for an inquiry into the authenticity of Fidelity's application.

Mr. BeLieu indicated in his affidavit that he had been aware for several years that his "signature had been forged to a subscription agreement." He said he does not remember exactly when the matter came to his attention, but that he believes it was at the time he was succeeding Mr. Simon as president, and moving in to the latter's office, that he

"observed a subscription agreement with my signature on it in the office."

Mr. BeLieu said he did not confront Mr. Simon with the matter at the time, since Mr. Simon had moved his office to Los Angeles and the two men had "infrequent contact" after Mr. BeLieu became Leisure World's president.

When a reporter asked him why he had never taken the matter up with government officials, he said he "didn't know what purpose was being made" of the stock subscription. "I had other things on my mind," he added. "We had a big business to run. I didn't think it was that important."

Mr. BeLieu said his recollection was vague on some aspects of his dealings with Mr. Simon concerning Fidelity, but that on some others he was certain—"that I agreed to go in for \$5,000, that I thought it was a good deal, and that there is no question that is not my signature on the thing [stock subscription agreements]."

The Broadcast Bureau, in its petition

to reopen the record, said the facts surrounding several other documents filed by Fidelity besides the stock-subscription agreements cited in Mr. BeLieu's affidavit, require examination in hearing.

Four are amendments to the Fidelity application:

▪ The first, dated Dec. 2, 1965, reflected the addition of a number of new stock subscribers, including Mr. BeLieu. An exhibit contained the stock-subscription agreement to purchase 5,000 shares for \$50,000 that was purportedly signed by Mr. BeLieu.

▪ The second, dated Dec. 17, 1965, said Mr. BeLieu had been made a director of Fidelity. In his affidavit, Mr. BeLieu said that he had told Mr. Simon he would accept a position as a board member and that he had been introduced to a meeting of individuals interested in Fidelity as a board member. However, he said he had never acted as a board member and, when he received two letters asking him to resign from the board, did not reply "because I

never considered myself to have been a member." He added that he felt to submit a resignation would have implied that he had been a board member and had accepted the stock obligation he had refused to assume.

▪ The third, dated Jan. 12, 1966, reflected a revised list of stock subscribers and contained the substitute stock-subscription agreement purportedly signed by Mr. BeLieu, showing him as subscribing to 2,500 shares at a cost of \$25,000. It did not show Mr. BeLieu as a director. However, a section of an amendment filed Feb. 1, 1966, the bureau noted, listed Mr. BeLieu as a director.

The final amendment, dated April 14, 1966, deleted Mr. BeLieu as a stock subscriber.

In addition, the bureau requested an issue to determine the facts surrounding the preparation of affidavits Fidelity submitted in response to RKO General's request for an inquiry into the bona fides of Fidelity's application, including the affidavit Mr. BeLieu recalls signing.

---

## SpecialReport

---

# What it takes to score in local news

## Stiff competition for audiences means more equipment, personnel, new approaches to covering fast-paced events

The decade of the 15-minute local television newscast quietly marked its official burial last Wednesday. As useful as an Edsel in the event-packed days of the late 1960's, the quickie newscast crammed full of two-line capsuled stories, weather and sports reports served to round out an even half-hour, shared by a 15-minute network news feed. What the 1950's did to rip-and-read journalism, the 1960's did to spot coverage. And the 1970's promise to make today's half-hour newscast equally obsolete.

The demands on television news coverage have kept local stations scrambling to keep up with events as competition for news audiences has increased. But many stations have found that the local newscast has become their most important—and profitable—operation. Station managers find that news sells. And news directors discover they no longer are considered heads of parasite departments.

It's an expensive proposition filling as much as five or six daily half-hours of local news, and some major-market TV news budgets of \$1 million or more

reflect the costs involved. BROADCASTING examined the operations of four TV stations—three network affiliates and one independent in markets of various sizes—to see what they must do to meet the news competition in their markets and, at the same time, to improve their news operations. While there are many stations across the country that merit attention the stations, selected arbitrarily for the study, are KPX (TV) San Francisco, owned by Westinghouse Broadcasting Co., CBS affiliate; WGN-TV Chicago, Continental Broadcasting Co., independent; WSM-TV Nashville, National Life and Accident Insurance Co., NBC affiliate, and WHTN-TV Huntington, W. Va., Reeves Broadcasting Co., ABC affiliate.

The aims, general news philosophies and procedures of the selected station operations are similar although individual situations, budgets and facilities differ. Professionalism in techniques and journalism is the goal most often sought.

Television is a visual medium. Emphasis is on the visual in these news operations. Still photographs, slides,

Chroma Key, film and set design are important. Whether a star system is employed or played down in a particular case, the appearance is considered as part of the desire to present credibility. Talking heads, anathema to most TV producers, are generally avoided. Although many stations use extensive live interviews to fill time, the stations BROADCASTING surveyed use them sparingly, seeking only unusual personalities or individuals with key roles in top stories.

Esprit de corps is considered very important in each station and the managements strive to create the public image of a news team. In those stations where radio news is involved, the departments are combined under one direction.

All of these stations avowed meticulous policies separating news from editorial and advertising policies. News-men do not make commercials, nor are commercials teased or led to in news programs. Traditional sponsorship of weather and sports segments has been eliminated with those departments incorporated into the news department.

All are striving for more comprehensive local coverage and those with network affiliation use all available network news feeds and special programs.

Although all stations report expanding budgets for news, there is no end in sight; in fact, only the smallest station reported it was still in the red on news and that station managers considered it well worth the cost.

Only one of the four stations used commercial processors for film, the others operate their own processors and all shoot their news film in color.

But news on television is expensive, at least this is true if the standards are high. Bil Osterhaus, general manager of KPIX, says: "A station can maintain a minimal amount of news programming with a minimal amount of effort, but in this day and age much more is called for."

A typical scene might be at KPIX at the regular mid-afternoon news meeting. Five newsmen are in the small, strictly utilitarian office off the newsroom. An exclusive story about San Francisco Mayor Joseph Alioto has broken in a local newspaper. The KPIX staff is confronted with how to cover the story while the mayor vacations in England.

"It is possible to get to Alioto in London?" one newsmen asks. "Call our London bureau if you need help," another suggests. "Do you realize it's 3 in the morning in London?" The question is left open.

"What about the film from KTLA in Los Angeles?" is posed. "It's coming in on the 4:15." Daily flight schedules are routine knowledge.

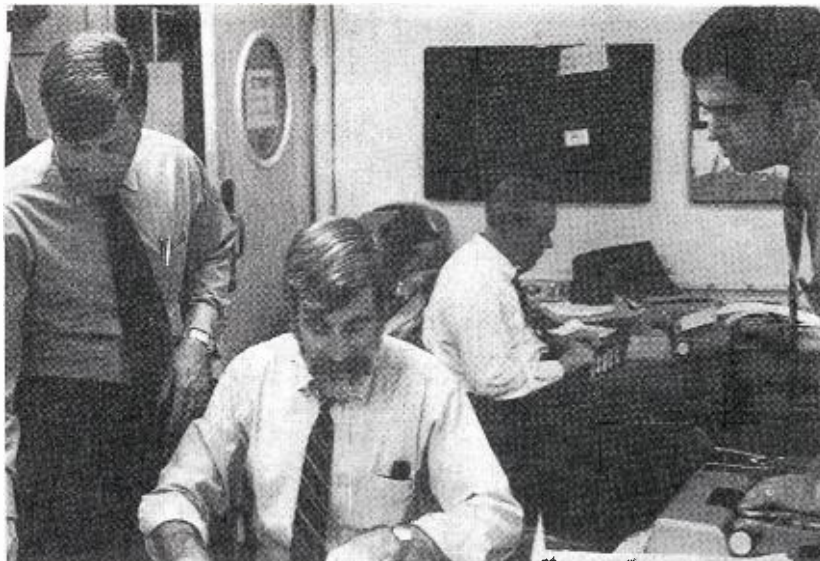
Talk turns to film quality, what is good of what is available to tell the day's stories. The need for good visuals underlies the discussion.

"The 747 piece is a good visual," someone says. "What about the car accident? That must be the 400th guy to go over that cliff," says another. "Yeah, but the pictures are pretty good," retorts the first.

Because television news today is perpetually changing, because it has to be reported against the irrevocable demands of the clock, because it requires far-flung coverage and needs to be constantly accented with the dramatic ingredient of film, KPIX officials believe that its news operation has to be thoroughly professional.

"Our definition of a good reporter," explains Mr. Osterhaus, "is one who is accurate and fair, and one who has understandability and believability on the air."

"The entire staff has pride in the operation," adds news director Ron Mires. "They are determined; they are a team. They are reluctant to let each other down. They present a straight-



*Teamwork and absence of star personalities are of prime importance to KPIX (TV) San Francisco, news operation.*

*News director Ron Mires (l) pitches in and helps news producer Alan Jones (sitting) put together the 11 p.m. news.*

forward story. There is no fun in the show type of thing. This helps people to believe in us. We're professionals."

Although KPIX is rated close to the top in news in its market generally, the breath of competition is close. Mr. Mires acknowledges that the competition is always foremost in his thinking and notes that KPIX has not been an overnight success. It achieved success, he says, by constantly trying to improve.

"I tell my people we should react as if we're last in the market," he says. "We have a tendency to fight hard. Our news employment has moved up steadily year after year. We've added more equipment, more people, more news programs. We believe in the continued growth of news."

There are 36 full-time people on the news staff of KPIX. Six are regular street reporters and four are newscasters who double as street reporters. The four anchormen-newscasters report and write much of their own material. They don't dominate their respective programs with their personalities. Instead, they perform essentially as traffic cops, directing the flow of news reports from various sources. Personalities are strong, but they don't function as a star system.

And the street reporters are not mere spear carriers. They are seen on camera regularly. Westinghouse uses the slogan, "Eyewitness News," and the principle is to involve the reporter in each story. Wherever possible, he is shown on the scene in a standup. He gives a first-hand report on camera. The sportscaster is on a six-day week. He tapes a feature for Sunday newscasts and handles the sports news on three shows

nightly during the week. The weatherman is a professional meteorologist who understands and can explain the weather information he reports.

The executive staff of the KPIX news operation includes six news producers who produce five daily news programs. One producer is rotated through weekends. At the head of the staff is News Director Mires and Fred Zehnder, assistant news director and assignment editor.

In the technical staff the station employs six cameramen and six film editors. All news film is processed at the station by two full-time technicians. Rounding out the news staff are desk and production assistants. In addition to the full-time staff, KPIX has a weekend reporter and cameraman. Plans are to put on a weekend sports reporter and possibly three more newsmen this year.

KPIX produces five half-hours of local news Monday through Friday. The shows are aired at 7:30 a.m., noon, 6, 7 and 11 p.m. The station also carries a half-hour of the Joseph Benti report at 7 a.m., five minutes of network news at 11:25 a.m. and Walter Cronkite nightly at 6:30 p.m. On Saturday and Sunday KPIX presents local news at 6 and 11 p.m., the Roger Mudd newscast at 6:30 p.m. Saturday and the Harry Reasoner newscast at 11:30 p.m. Sunday.

KPIX facilities are functional, and certainly not elaborate window dressing, but complete with up-to-date processing and editing equipment. There are seven mobile units equipped with two-way radios. Each cameraman has sound-on-film and silent cameras and necessary light gear. The newsroom



*On the tube for WGN-TV Chicago on its key 10 p.m. news show are (l to r) Harry Volkman, meteorologist, John Drury, anchorman and Wendell Smith, sports reporter. The trio carries the battle for audience for the independent station.*

is served by UPI's A wire for national news and the broadcast wire and AP's radio wire and California news wire. There are two weather bureau wires, a weather-map machine and UPI's photo service.

The philosophy in covering news at KPX is changing in that the station aims at more in-depth reports. Mr. Osterhaus explains: "The last couple of years television news has amounted to just information processing. We don't want to be restricted to just hard news coverage." The station management believes strongly in investigative reporting and such assignments are rotated among the staff. KPX specializes in news features, the longest individual length being about four minutes. Sometimes the features run in a series and occasionally are expanded to half-hour documentaries.

KPIX policy is to separate the news department from public affairs and commercial and editorial activities. Commercial spots are integrated in the commercial mix for newscasts. There are no participating spot identifications and no sponsor ID's at the opening of news programs. Newsmen are not permitted to read, record or lead into commercials. The station does editorialize, but staff newsmen are not involved.

WGN-TV has special problems because it is an independent competing vigorously with network stations. With an annual budget of well over \$1,000,000 (part of which is allocated for its AM news operations), it pits its local efforts against the national services of the networks. WGN News is bolstered by a vigorous, expanding Washington bureau and its sister stations, KDAL-TV

Duluth and KWGN(TV) Denver, and its bureau in the state capital, Springfield, Ill.

Robert Manewith heads the radio and television news department at WGN-TV with the corporate title of manager of news.

WGN's premise in news, in radio and television, is to present it factually and fairly, Mr. Manewith says. "While we viewed with interest the remarks of Vice President Agnew and certainly agree that there is merit in self-evaluation and criticism, his remarks have caused no change in our operation. Protecting fairness is more than anything based on the instinct and training of the professional journalist. We make it our business to employ people with suitable education and experience so that we need not concern ourselves with asking and reasking the question: 'Is this a fair report?'"

Bruce Dennis, WGN Continental Broadcasting Co. vice president for news, says of the news operation: "In the past five to ten years, the size of our staff has increased in relation to the complexities, both technical and societal, and to supply the increased demand for news which we have met by increasing amounts of time devoted to the airing of news.

"As to direction, one would hope it would be forward. At present, we have no grandiose plan other than to improve our product to the best of our ability and to provide as much service as is consonant with over-all program goals."

Newswriters, cameraman and film editors are salaried employees. Reporters are governed by the American Federation of Radio and Television

Artists contract and paid a combination of salary and fees. The stations use some film stringers and have a network of news tipsters. Only one film stringer has sound equipment. Since WGN(AM) is on the air 24 hours a day, the newsroom is operated around the clock, WGN-TV operates all night on Fridays and Saturdays.

During normal work days WGN-TV has five newscast teams in the field. Each team usually handles three or four assignments in a normal day. Two other film crews work on weekends. A commercial lab is used for processing.

Camera teams, fairly standard in large operations, are composed of reporter, cameraman and audio man in a radio-equipped car. WGN-TV has a remote unit, but it is not used for news except for special events.

Lacking network services the news department's local effort is augmented by the services of its Washington and Springfield bureaus, UPI's film service, Unislide and Unifax pictures, the AP and UPI and City News Bureau wires.

WGN News opened its own Washington bureau nearly six years ago, the first such bureau established by a group owner to provide film as well as videotape coverage. For major presidential addresses the stations are serviced by the network providing the White House pool for the given month.

WGN News tries to cover all news stories on film or tape.

Live studio interviews with newsmakers are avoided. Mr. Manewith believes the live interviews can lead to a tendency to simply fill time. He says the technique is dangerous in that a subject who rambles on in conversation can play havoc with the timing of tightly planned news shows.

WGN-TV carries one 5-minute, two 15-minute and two 30-minute newscasts weekdays. Two 5-minute, two 15-minute, a 30-minute and four one-to-two-minute headlines newscasts are aired on Saturday.

The radio-news schedule is prolific, scattered throughout the day on the hour and half-hour and including regular business-news periods and sports shows.

A 6:15 a.m. newscast—a quarter-hour program read by a staff announcer, seven days a week—begins the television news day. The show is written by a man who starts work at 4 a.m. It includes news film from the night news show, usually aired about 1 a.m. following the late movie. The last task of the night crew is to set up the projectors for this film in the morning. During the morning live show a five-minute news break is inserted. Two news writers start at 4 a.m. and write this and several radio shows.

The next regular television news show

is a 15-minute program at 5:45 p.m. Film shot during the day makes this show.

The major news effort for WGN-TV is the 10 p.m. news show, seven days a week. The show has an anchorman, a meteorologist for the weather and a sports reporter. WGN-TV is heavy in its coverage of live sports events and the sports reporter often uses tape of action from the day's event. In Chicago the 10 p.m. news is comparable to the prime 11 p.m. news roundup in the East. It is very competitive and WGN-TV, not at the top, however has steadily been improving its audience share in recent months.

WGN's news staff breaks down to two assignment editors, 17 news writers, seven cameramen, four film editors, eight reporters, two airmen, one meteorologist, one news-sports reporter, four secretaries, one film librarian and four miscellaneous part-timers.

Mr. Manewith's ideal qualifications for a new staff member include a master's degree in journalism, bachelor's in broadcast news, two to three years experience in a smaller market station with work in radio and television news and experience in editing film and tape. He admits it is hard to find the combination.

A sideline that has been turned to profit by WGN-TV is its library which files the outtakes from news film. A Film Services Division of WGN News was evolved from the library. On Jan. 1 it became a part of WGN Continental Productions.

"Knowing the demand for use in documentaries, commercials and industrial films of the news film clips," Mr. Manewith explained, "Film Services was organized to serve advertising agencies and advertisers, film producers and other television stations and networks."

The service was put in charge of Dick Neville, a news cameraman, in October 1968. He has developed into writer, film editor and producer as well as salesman of everything from minute commercials to half-hour documentary-type industrial films. Gross revenue of this special service in the last quarter of 1968 was \$24,771. For the 1969 calendar year the billing has exceeded \$100,000.

WGN-AM-TV recently began to editorialize. An editorial board has been established and editorials are used three times each week on television and radio. Chairman of the editorial board is Mr. Dennis. "We follow a tradition of fairness in news coverage and, therefore, reserve station-management views and opinions for the WGN editorials, which are broadcast as

programs apart from news programs."

As a medium-sized operation putting strong emphasis on news, WSM-TV spent more than \$300,000 this past year on its news operation. This was up from a budget of about \$165,000 only five years ago. WSM management estimates the television news costs are higher than those for its AM operation by a ratio of 3-to-1. Most of the increase in five years is attributed to upgrading of equipment, personnel increases and upward adjustment of salaries.

WSM Inc. is owned by the National Life and Accident Insurance Co. of Nashville. The news departments of the two stations were combined in 1966. The news director, Jud Collins, is a vice president of the corporation and is directly responsible to the president of WSM Inc. Mr. Collins says that the news department has maximum freedom and that policy and procedure are regularly discussed with the president of the company.

The station budget at present supports a 15-man staff including cameramen, reporters, writers, editors and a sports director. The philosophy is to consider everyone a reporter, although only four cameramen write their stories. One editor is in charge of WSM(AM) and another supervises television news, both reporting to the news director. Both are directly involved in the preparation of daily news programs. There are two major newscasts on television, prepared locally, a half hour at 6 p.m. and a half hour at 10 p.m. On radio 18 newscasts each day are written for staff announcers to read.

WSM is non-union with newsmen paid on salary and stringers, used extensively, paid per story.

The newsroom is served by AP and UPI radio wires, a weather wire and the AP Kentucky broadcast wire. The usual monitors cover police, fire and the airport. Copy flows to the radio and television desks, which are planned like newspaper copy desks with the editors in the center or slot positions. The newsmen have six automobiles available, all equipped with two-way radios and monitors for police and fire and other channels. The stations find a lease system most satisfactory for the news cars.

WSM-TV pioneered in the use of color film in Nashville and processes its own film, shooting in excess of 40,000 feet a month. A film editor prepares the film for the newscasts, often assisted by the cameraman-reporter. WSM-TV has a remote unit, but it is used only for special news events and not considered part of the daily news operation. The NBC news program service provides material for the news and sports segments.

Television airmen write their own material. The station policy bars newsmen from doing commercials; they do, however, promote the newscasts. There are no commercial lead-ins to news segments.

For years, Mr. Collins says, the news, weather and sports segments were sold as separate packages. However, that changed this year. "We realized that a greater flexibility was possible by selling participating spots and both half hours of TV news are sold on a spot basis," he notes.

In planning a news show, the weather or sports now may lead it if the news justifies it. Live interviews are avoided, although not prohibited for much the



The news operation at WSM-AM-TV Nashville is run from two large copy desks. In the background, center, supervising the crew of reporters and writers is Al Voecks, TV news editor. The radio desk is in the foreground.

same reasons other news operations have given.

Because WSM News does not have its own bureaus, except for the NBC service, it often sends crews to Washington to film reaction of Tennessee representatives and senators on important issues.

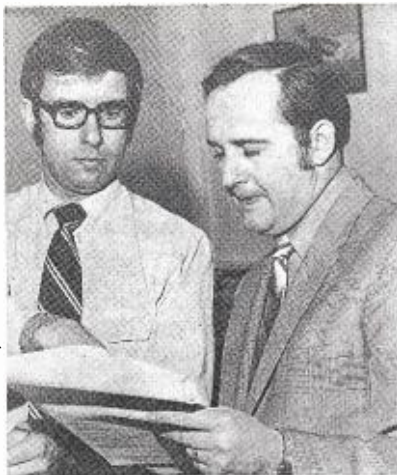
Mr. Collins says wsm has a policy of carrying all network news feeds, preempting regular programs when necessary. The NBC *Huntley-Brinkley Show* is carried at 5:30 p.m.

The wsm sports director serves both stations, doing segments for the television shows and three for radio. He handles play-by-play for Vanderbilt University teams and often is accompanied by a camera crew to film the action for showing later.

Neither of the wsm stations editorializes. The management encourages its staff to participate in community affairs and newsmen make many appearances before civic, school and church groups to discuss their operations. As a promotional tool for the news operation, the station has prepared a 12-minute film of the daily routine.

A smaller operation than any of the foregoing stations—but one that is expanding rapidly—is the news department of WHTN-TV Huntington, W. Va., a Reeves Broadcasting Corp. station and an ABC affiliate. Tom Piskura immediately began expanding the news operation when he assumed his new post of vice president and general manager on Aug. 2. A news staff of three was boosted to seven. By this month he expects to have a staff of 10.

Mr. Piskura went to Huntington from KPX where he had been program manager. He brought in Tom Jones from WLWT(TV) Cincinnati as news director



Script for the evening news show is checked at WHTN-TV Huntington, W. Va., by Thomas F. Piskura, vice president and general manager (l), and Tom Jones, news director.

and together they have charted the expansion course. In this operation everyone must do everything, Mr. Piskura says. Reporters all are air men and cameramen and all know how to operate the color processor. Mr. Jones is a news show anchorman. An extensive stringer network has been organized. The budget is up sharply to \$150,000 for 1970, Mr. Piskura says. Does the news operation pay for itself?

Mr. Piskura says it doesn't yet, although the spots on the programs sell well, and "it is the most important thing we do." "We are no tops in the market, but we've shaken up the market," Mr. Piskura claims. The market includes Charleston, W. Va.

Mr. Piskura believes in the "Eyewitness News" concept, a Westinghouse

Broadcasting phrase. He says he does not try to compete with the networks, but makes a strong point of picking up every available network news broadcast.

WHTN-TV reporters usually operate singly, shooting their own silent and sound film. When it is desirable to have the reporter on film, a colleague goes along to run the camera.

"When I came here WHTN-TV was in trouble in news," Mr. Piskura says. "It was not doing a good job. It was a great test of ideas for me, a chance to bring ideas and knowledge to the area and try them out. West Virginia has a great deal to be fixed, an unhealthy background of politics, and a bad image that is not deserved."

"We have a great challenge to change that image. The area suffers from lack of communication, transportation is bad, access to the area is bad," he says.

Mr. Piskura suggests that news at WHTN-TV essentially is a training operation. "We can't attract top talent or expect developed talent to remain for long. We look for bright young talent, good reporters. We find it in various fields. We look for good academic background, certainly college training, but rarely journalism graduates because we can't attract them. We teach film techniques here. I believe that anyone can go on the air. The importance for a reporter is to convey credibility and he does this because he has covered the story and knows it well."

"What you say is more important than how you look" Mr. Piskura said. (The foregoing special report was compiled and written by William R. Loch, associate editor, Washington, with assistance from Lawrence Christopher, senior editor, Chicago, and Morris Gelman, senior editor, Hollywood.)

**Telestatus**®

TELEVISION

## Where the sales dollars are in TV markets

Each market is ranked by category of retail sales and percent it represents of total U.S. dollar volume

A breakdown of retail-sales data by TV market is featured in "Telestatus" this month. The data—originally compiled according to Standard Metropolitan Statistical Areas geographical boundaries—has been retabulated to reflect Areas of Dominant Influence (ADI), those created by television viewing patterns.

The tables on the next four editorial pages show: total retail sales, food sales, drug sales, automotive sales and effective buying income; the ADI market rank in each of these categories and the percent that each market represents

of the total U.S. dollar volume. These totals include Hawaii, but not Alaska. Miscellaneous non-ADI markets and their home-country TV households are listed.

The data is supplied by the American Research Bureau and is based on ARB's Jan. 1, 1970 household estimates. Estimates of retail sales and effective buying income are furnished to ARB by Market Statistics Inc. and are based on *Sales Management's* "1969 Survey of Buying Power."

"Telestatus" appears in the first issue of each month. February features a report of color-TV ownership.

Market	ADI TV-Hlds	Rnk	% U.S.	Total Retail Sales \$(000)	Rnk	% U.S.	Food \$(000)	Rnk	% U.S.	Drug Income \$(000)	Rnk	% U.S.	Auto \$(000)	Rnk	% U.S.	Eff. Buying Income \$(000)	Rnk	% U.S.
New York	5,791,700	1	9.75	33,133,516	1	9.84	7,742,738	1	10.61	970,393	1	8.02	4,208,419	1	6.70	66,553,983	1	11.39
Los Angeles	3,315,300	2	5.58	19,328,474	2	5.74	4,010,515	2	5.50	743,455	2	6.14	3,759,484	2	5.98	34,327,766	2	5.87
Chicago	2,494,000	3	4.20	16,175,863	3	4.80	3,270,696	3	4.48	640,321	3	5.29	2,609,066	3	4.15	21,106,351	3	5.32
Philadelphia	2,095,900	4	3.53	11,679,244	4	3.47	2,533,844	4	3.47	586,410	4	3.03	2,034,858	4	3.24	22,111,531	4	3.78
Boston	1,451,600	5	2.44	8,993,056	5	2.67	2,086,406	5	2.86	295,794	5	2.75	1,410,042	5	2.24	16,219,647	5	2.68
San Francisco	1,440,000	6	2.42	8,663,140	6	2.57	1,860,459	7	2.55	332,780	7	2.45	1,583,931	6	2.52	15,638,225	6	2.78
Detroit	1,388,300	7	2.34	8,815,557	8	2.62	1,865,890	8	2.56	380,967	8	2.75	1,953,320	7	2.52	16,705,900	7	2.86
Cleveland	1,181,100	8	1.99	6,918,370	6	2.05	1,585,376	6	2.17	234,216	9	1.94	1,345,514	8	2.14	17,732,143	8	2.18
Washington	1,019,800	9	1.72	6,684,193	9	1.98	1,387,483	9	1.98	340,365	6	2.81	1,199,572	9	1.91	12,453,434	9	2.13
Pittsburgh	949,800	10	1.60	4,873,424	11	1.45	1,232,808	10	1.69	169,280	12	1.40	864,572	11	1.38	9,205,893	10	1.58
10 Market Avg.	2,112,800			12,526,484			2,757,621			447,398			2,096,828			23,705,487		
Cumulative Total	21,127,500		35.57	125,264,837		37.19	27,576,211		37.79	4,473,981		36.97	20,968,278		33.37	237,054,873		40.57
St. Louis	854,000	11	1.44	4,442,438	13	1.32	1,006,434	12	1.38	161,485	14	1.33	846,071	12	1.35	8,688,631	11	1.49
Dallas-Ft. Worth	820,800	12	1.38	4,136,799	10	1.52	1,093,155	11	1.50	191,447	10	1.58	1,957,275	10	1.84	7,936,371	12	1.36
Minneapolis-St. Paul	706,900	13	1.19	4,622,135	12	1.37	882,093	13	1.22	182,999	13	1.35	754,550	15	1.20	7,969,606	17	1.10
Houston	658,600	14	1.11	3,909,416	20	1.04	794,121	17	1.09	128,414	21	1.06	722,648	17	1.15	6,430,270	13	1.30
Baltimore	654,600	15	1.10	3,621,899	18	1.08	762,483	19	1.04	151,191	16	1.25	624,701	20	0.99	6,681,898	15	1.14
Atlanta	645,100	16	1.09	3,659,376	17	1.09	772,423	18	1.06	137,087	20	1.13	768,596	14	1.22	6,103,644	20	1.04
Seattle-Tacoma	642,200	17	1.08	3,941,865	14	1.17	876,060	14	1.20	157,268	15	1.30	667,663	19	1.06	7,087,157	14	1.21
Indianapolis	616,100	18	1.04	3,520,891	19	1.05	682,394	24	0.94	148,065	18	1.22	733,145	16	1.17	6,482,884	16	1.11
Miami	593,200	19	1.00	3,894,926	15	1.16	861,601	15	1.18	148,133	17	1.22	801,867	13	1.28	5,108,437	25	0.92
Cincinnati	572,300	20	0.96	2,904,644	25	0.86	675,671	25	0.93	106,058	26	0.88	512,701	31	0.82	5,370,614	22	0.97
10 Market Avg.	676,400			3,925,439			841,644			149,215			758,922			6,745,951		
Cumulative Total	27,891,300		46.96	164,519,226		48.85	35,992,646		49.33	5,966,128		49.29	28,557,495		45.45	304,514,385		52.11
Hartford-New Haven, Conn.	565,000	21	0.95	3,400,077	21	1.01	806,868	16	1.11	125,456	22	1.04	571,194	26	0.91	6,313,922	18	1.08
Buffalo	560,300	22	0.94	3,069,795	24	0.98	714,756	22	0.98	116,509	24	0.96	588,734	24	0.94	5,528,145	21	0.95
Milwaukee	550,100	23	0.93	3,311,435	22	0.98	723,983	21	0.99	102,548	28	0.85	578,896	25	0.92	6,195,269	19	1.06
Kansas City, Mo.	545,300	24	0.92	3,850,361	16	1.14	760,533	20	1.03	172,197	11	1.42	714,305	18	1.14	5,129,406	24	0.88
Sacramento-Stockton, Calif.	532,400	25	0.90	3,114,344	23	0.92	693,384	23	0.95	138,809	19	1.15	592,165	23	0.94	5,208,195	23	0.89
Tampa-St. Petersburg, Fla.	509,300	26	0.86	2,813,467	27	0.84	626,326	26	0.86	116,440	25	0.96	600,384	21	0.96	3,791,046	53	0.85
Portland, Ore.	501,400	27	0.84	2,842,298	26	0.89	592,051	28	0.81	98,171	29	0.81	595,397	22	0.95	4,574,882	27	0.78
Memphis	494,200	28	0.83	2,441,257	31	0.72	501,465	33	0.69	84,730	36	0.70	420,664	32	0.80	3,773,296	34	0.65
Providence, R.I.	472,700	29	0.80	2,534,482	30	0.75	600,067	27	0.82	94,684	30	0.78	450,582	39	0.67	4,710,249	26	0.81
Nashville	472,400	30	0.80	2,395,911	33	0.71	516,532	32	0.71	86,138	33	0.78	406,882	32	0.80	3,738,189	36	0.64
10 Market Avg.	520,300			2,977,340			652,597			113,568			569,974			4,896,259		
Cumulative Total	33,094,400		55.73	194,292,623		57.67	42,518,611		58.28	7,101,810		58.67	34,257,238		54.53	353,476,974		60.50
Columbus, Ohio	446,200	31	0.75	2,568,733	29	0.76	551,109	37	0.76	85,783	34	0.71	519,765	30	0.83	4,369,808	28	0.75
Denver	445,700	32	0.75	2,730,884	28	0.81	535,652	31	0.73	119,271	23	0.99	527,894	28	0.84	4,329,438	29	0.74
Birmingham, Ala.	428,400	33	0.72	2,017,472	39	0.60	474,918	37	0.65	73,914	41	0.61	441,204	36	0.70	3,025,564	47	0.52
Charleston-Huntington, W. Va.	416,700	34	0.72	1,952,594	44	0.58	493,715	34	0.68	63,465	46	0.52	378,971	44	0.60	3,132,371	45	0.54
New Orleans	400,600	35	0.70	2,020,632	38	0.60	483,989	35	0.66	81,568	39	0.67	342,233	53	0.54	3,916,471	31	0.67
Grand Rapids-Kalamazoo, Mich.	396,400	36	0.67	2,915,780	32	0.72	566,719	29	0.78	88,621	31	0.73	525,581	29	0.84	4,028,767	30	0.69
Albany-Schenectady-Troy, N. Y.	396,400	37	0.67	1,951,731	42	0.58	497,520	40	0.61	52,425	60	0.43	348,922	60	0.66	3,591,622	38	0.61
San Diego	394,600	38	0.66	2,834,517	34	0.66	423,594	44	0.59	85,321	52	0.71	444,463	54	0.62	3,795,446	35	0.64
Louisville, Ky.	393,900	39	0.66	1,984,595	41	0.59	432,994	42	0.58	83,229	37	0.69	324,640	43	0.62	3,617,047	37	0.62
Charlotte, N. C.	393,500	40	0.66	1,954,972	43	0.58	445,544	41	0.61	85,068	43	0.55	424,916	38	0.68	3,484,330	40	0.60
10 Market Avg.	414,300			2,184,191			485,861			87,087			434,659			3,724,786		
Cumulative Total	37,237,500		62.69	216,134,533		64.15	47,377,225		64.93	7,902,476		65.28	38,693,824		61.45	390,724,838		66.88
Greenville-Spartanburg, S. C.	382,200	41	0.64	1,733,897	50	0.51	410,078	45	0.56	62,892	48	0.52	350,160	49	0.56	3,084,264	46	0.53
Ashville, N. C.	375,400	42	0.63	1,864,150	47	0.55	379,240	48	0.52	63,963	45	0.53	399,253	42	0.64	3,023,153	48	0.52
Oklahoma City	374,000	43	0.63	2,225,121	35	0.66	480,130	36	0.66	68,279	42	0.56	445,623	33	0.71	3,883,088	32	0.66
Dayton, Ohio	369,300	44	0.62	1,870,450	46	0.56	453,837	38	0.62	58,938	50	0.49	355,941	48	0.57	3,574,553	39	0.61
Syracuse, N. Y.	355,600	45	0.60	2,032,437	37	0.60	403,882	46	0.55	84,774	35	0.70	415,974	40	0.66	3,191,238	43	0.55
Phoenix, Ariz.	351,200	46	0.59	1,688,526	51	0.50	367,649	51	0.50	56,881	52	0.47	320,478	57	0.51	2,946,806	49	0.50
Norfolk-Portsmouth-Newport News-Hampton, Va.	338,300	47	0.57	2,172,605	36	0.64	427,196	43	0.59	53,869	55	0.45	409,655	41	0.65	3,443,472	41	0.59
Harrisburg-York-Lancaster-Lebanon, Pa.	335,200	48	0.56	1,809,492	49	0.54	382,514	47	0.52	67,509	51	0.48	362,867	46	0.58	2,816,874	53	0.48
San Antonio, Tex.	328,300	49	0.55	1,614,335	56	0.48	349,336	55	0.48	52,978	54	0.54	337,341	54	0.54	2,908,398	59	0.50
Greensboro-Winston-Salem-Hight Point, N. C.	319,000	60	0.54	1,873,347	45	0.56	347,065	56	0.48	61,964	49	0.51	443,033	35	0.70	2,880,447	51	0.49
Wichita-Hutchinson, Kan.*	352,900			1,888,466			400,093			62,194			384,033			3,175,229		
10 Market Avg.	40,766,000		68.62	235,015,893		69.75												

**perspective**

**1970**



## A showcase for your advertising message

The year 1970 is already a touchy subject, and it hasn't even begun. That's because the experts are in dispute over both the political and economic outlooks. And what happens in politics and economics is bound to have deep effects on broadcasting and broadcast advertising.

To give its broad range of readers a searching look at the shape 1970 is most apt to take, *Broadcasting* will present its 12th annual Perspective issue on Jan. 26. Readers have come to depend upon this issue as a discerning guide to the problems they face in the new year.

Here in one package will be an overview of the general economic prospects for the year, specific forecasts of how radio and television business will react to changes in the economy. The political and regulatory probabilities will be assayed by the biggest and ablest staff of its kind in Washington.

There'll be *Broadcasting's* own tabulations of the broadcast time sales of 1969—the most widely accepted estimates of their type. The record and the outlook of station trading will be presented in detail, against concern over increasing governmental restraint on multimedia ownerships.

What new pressures will be applied to programming? What's to come from probes of violence and indecency? What new forms are TV and radio commercials apt to take? And—perhaps above all—how will U.S. policy be set on such basic developments as cable grids and domestic satellites? All of these critical questions will be answered by the experts.

Perspective 1970 will be distributed to a total circulation of 41,000—including leaders in broadcasting, advertising, allied fields and government. As a reference source the issue will be kept by many—giving your display advertisement unusually long exposure among the influentials. Regular rates apply, making this a bargain. Advertising deadline is Jan. 16. Now is the time to wire or call collect.

## **Broadcasting** THE BUSINESSWEEKLY OF TELEVISION AND RADIO

### EXECUTIVE AND PUBLICATION HEADQUARTERS

Maury Long  
1735 DeSales Street, N.W.  
Washington, D.C. 20036  
Tel: Code 202-638-1022

### BUREAUS

Warren Middleton  
Eleanor Manning  
Greg Masefield  
444 Madison Avenue  
New York, N.Y. 10022  
Tel: Code 212-755-0610

Byrne O'Donnell  
360 North Michigan Avenue  
Chicago, Illinois 60601  
Tel: Code 312-236-4115

Bill Merritt  
1680 North Vine Street  
Hollywood, California 90028  
Tel: Code 213-463-3148

Market	ADI TV-Hhlds		Total Retail Sales (\$'000)		Food (\$'000)		Drug (\$'000)		% U.S.		Auto (\$'000)	Eff. Buying Income (\$'000)		Rnk	% U.S.
	Rnk	% U.S.	Rnk	% U.S.	Rnk	% U.S.	Rnk	% U.S.	Rnk	% U.S.		Rnk	% U.S.		
Orlando-Daytona Beach, Fla.	318,800	.54	51	49	360,435	.49	52	49	63,396	47	.52	47	2,764,746	54	.47
Salt Lake City	318,800	.54	51	49	375,464	.55	49	51	104,211	27	.86	45	2,719,478	55	.47
Tulsa, Okla.	316,100	.53	53	53	1,838,753	1.04	61	61	52,724	59	.44	58	2,445,627	61	.42
Flint-Saginaw-Bay City, Mich.	314,200	.53	54	49	1,522,496	.60	60	62	440,082	37	.70	37	3,212,664	42	.55
Little Rock, Ark.	292,700	.55	49	49	2,007,130	1.19	69	69	78,247	40	.65	59	2,090,022	70	.36
Shreveport, La.-Texarkana, Ark.	292,600	.55	49	49	1,355,458	.68	60	63	45,954	38	.58	53	2,396,375	63	.41
Richmond, Va.	289,600	.56	49	49	1,508,098	.68	60	63	55,598	57	.46	53	2,396,375	63	.41
Wilkes-Barre-Scranton, Pa.	285,300	.57	49	49	1,645,204	.43	63	63	335,614	59	.46	56	2,682,636	56	.46
Toledo, Ohio	282,900	.58	48	48	1,446,992	.63	63	63	42,510	71	.36	40	2,433,484	62	.42
Jacksonville, Fla.	271,700	.58	48	48	1,673,679	.52	50	54	54,805	54	.48	52	2,839,578	52	.49
10 Market Avg.	248,300	.46	60	46	1,624,319	.55	50	54	64,134	44	.53	51	2,193,561	57	.38
<b>Cumulative Total</b>	<b>43,748,700</b>	<b>73.65</b>	<b>73.65</b>	<b>74.59</b>	<b>54,911,803</b>	<b>75.28</b>	<b>75.28</b>	<b>9,169,478</b>	<b>64,507</b>	<b>75.79</b>	<b>45,833,868</b>	<b>72.97</b>	<b>448,235,232</b>	<b>76.74</b>	<b>76.74</b>
Rochester, N. Y.	266,700	.61	45	44	1,497,152	.61	61	60	49,129	63	.41	60	3,185,285	44	.55
Roanoke-Lynchburg, Va.	266,700	.61	45	44	1,367,938	.67	61	63	40,445	61	.42	60	2,146,572	69	.37
Knoxville, Tenn.	265,600	.63	44	39	318,213	.62	62	62	45,757	58	.44	63	1,830,063	77	.31
Omaha, Neb.	261,500	.64	44	39	1,369,193	.66	61	62	45,868	68	.38	63	2,483,479	59	.42
Mobile, Ala.-Pensacola, Fla.	259,400	.65	44	35	269,049	.70	66	66	47,600	66	.39	60	1,901,344	75	.33
Davenport-Rock Island-Moline (Quad City)	257,700	.66	43	35	1,611,651	.57	64	62	49,876	62	.41	61	2,615,237	57	.42
Des Moines, Iowa	256,500	.67	43	47	364,583	.65	65	65	48,785	64	.45	64	2,467,878	60	.42
Fresno, Calif.	244,700	.68	41	38	1,443,489	.64	64	64	55,435	65	.46	64	2,087,687	71	.36
Raleigh-Durham, N. C.	241,500	.69	41	38	256,152	.75	66	66	39,514	76	.32	66	2,159,141	68	.36
Champaign-Decatur-Springfield, Ill.	240,400	.70	40	38	282,933	.67	67	64	48,861	64	.40	62	2,537,131	58	.43
<b>Cumulative Total</b>	<b>46,309,100</b>	<b>77.95</b>	<b>77.95</b>	<b>78.79</b>	<b>57,844,741</b>	<b>82.82</b>	<b>82.82</b>	<b>10,015,960</b>	<b>10,015,960</b>	<b>82.82</b>	<b>48,587,748</b>	<b>77.35</b>	<b>471,669,182</b>	<b>80.74</b>	<b>80.74</b>
Cedar Rapids-Waterloo, Iowa	236,200	.71	40	41	1,392,802	.65	65	73	43,463	70	.36	72	2,298,940	64	.39
Green Bay, Wis.	233,800	.72	39	37	1,259,602	.72	62	73	34,373	75	.36	75	2,242,274	66	.38
Jackson, Miss.	229,200	.73	39	37	1,056,642	.80	72	73	37,768	86	.28	76	1,672,894	81	.29
Johnstown-Altoona, Pa.	225,100	.74	38	33	1,112,479	.77	68	81	31,640	91	.26	86	1,907,276	74	.33
Portland-Poland Spring, Me.	224,200	.75	38	33	338,348	.86	80	86	33,821	96	.23	92	1,997,408	72	.34
Greenville-New Bern-Washington, N. C.	220,200	.76	37	31	217,688	.91	91	82	28,048	96	.23	92	1,600,455	86	.27
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	216,500	.77	36	33	1,165,797	.74	74	76	34,891	82	.29	81	1,736,116	79	.30
Spokane, Wash.	205,200	.78	35	34	1,162,075	.75	75	76	35,683	69	.38	82	1,913,311	73	.33
Chattanooga, Tenn.	203,700	.79	34	34	1,007,493	.83	83	83	45,991	78	.30	83	1,556,601	89	.27
Youngstown, Ohio	197,100	.80	33	29	231,914	.88	88	89	32,534	89	.27	87	1,835,006	76	.31
<b>10 Market Avg.</b>	<b>219,100</b>	<b>.81</b>	<b>33</b>	<b>32</b>	<b>1,148,834</b>	<b>.88</b>	<b>88</b>	<b>88</b>	<b>35,821</b>	<b>88</b>	<b>.27</b>	<b>88</b>	<b>1,876,028</b>	<b>76</b>	<b>.31</b>
<b>Cumulative Total</b>	<b>48,500,300</b>	<b>81.65</b>	<b>81.65</b>	<b>82.19</b>	<b>60,425,607</b>	<b>82.82</b>	<b>82.82</b>	<b>10,015,960</b>	<b>10,015,960</b>	<b>82.82</b>	<b>50,852,693</b>	<b>90.94</b>	<b>490,429,389</b>	<b>83.95</b>	<b>83.95</b>
Lincoln-Hastings-Kearney, Neb.	187,600	.81	32	34	1,148,811	.76	76	87	39,697	74	.33	83	1,709,630	80	.29
Springfield, Mass.	182,500	.82	31	30	230,295	.81	81	82	35,393	80	.29	81	1,661,908	82	.28
Albuquerque, N. M.	181,500	.83	31	30	1,026,704	.82	82	85	41,824	72	.35	85	2,267,325	65	.39
Honolulu	174,300	.84	29	33	258,556	.74	75	75	40,210	73	.33	78	1,747,447	92	.28
Bristol-Kingsport-Johnson City, Tenn.	166,600	.85	28	23	165,706	.98	98	98	23,270	111	.19	118	1,163,462	103	.20
Peoria, Ill.	165,600	.86	28	32	1,074,793	.79	79	82	33,669	77	.28	82	1,799,052	78	.31
St. Louis	165,000	.87	28	29	980,914	.86	86	86	36,960	77	.28	83	2,033,835	84	.28
St. Paul	165,000	.87	28	29	1,268,667	.71	71	71	48,514	76	.32	71	2,159,141	68	.36
South Bend-Elhart, Ind.	158,900	.88	27	26	1,001,634	.85	85	87	35,683	77	.29	83	1,576,261	92	.24
St. Paul	158,900	.88	27	26	1,001,634	.85	85	87	35,683	77	.29	83	1,576,261	92	.24
Fort Wayne, Ind.	153,700	.89	26	26	1,172,411	.95	95	95	27,376	99	.23	99	1,508,261	85	.28
Amarillo, Tex.	153,700	.89	26	26	885,417	.91	91	91	53,944	85	.28	85	1,608,261	85	.28
<b>10 Market Avg.</b>	<b>168,900</b>	<b>.86</b>	<b>28</b>	<b>26</b>	<b>987,796</b>	<b>.85</b>	<b>85</b>	<b>85</b>	<b>34,803</b>	<b>85</b>	<b>.28</b>	<b>85</b>	<b>1,600,379</b>	<b>86</b>	<b>.22</b>
<b>Cumulative Total</b>	<b>50,189,100</b>	<b>84.51</b>	<b>84.51</b>	<b>85.12</b>	<b>62,392,005</b>	<b>85.52</b>	<b>85.52</b>	<b>10,363,986</b>	<b>10,363,986</b>	<b>85.52</b>	<b>52,798,624</b>	<b>84.03</b>	<b>506,433,177</b>	<b>86.70</b>	<b>86.70</b>
Evansville, Ind.	152,700	.91	26	25	847,915	.95	95	96	31,362	92	.26	96	1,287,370	94	.22
Duluth, Minn.-Superior, Wis.	150,400	.92	25	25	735,539	1.04	104	104	22,900	113	.19	113	1,339,143	111	.22
Fargo, N. D.	150,200	.93	25	25	889,943	.90	90	90	29,930	95	.25	95	2,249,643	96	.21
Wheeling, W. Va.-Steubenville, Ohio	148,300	.95	25	25	705,453	1.06	106	106	181,597	119	.18	119	1,352,292	115	.22
Lansing, Mich.	148,300	.95	25	25	957,037	.87	87	87	20,195	84	.28	84	2,233,213	73	.36
Rockford, Ill.	146,800	.96	25	25	934,342	.89	89	89	25,440	83	.25	83	1,649,377	83	.28
West Palm Beach, Fla.	146,700	.97	25	25	879,125	.93	93	93	34,440	89	.25	89	1,611,185	84	.28
Salinas-Monterey, Calif.	145,700	.98	25	24	821,630	.96	96	96	28,759	86	.25	86	1,227,766	99	.21
Baton Rouge, La.	142,800	.99	24	24	751,443	1.02	102	102	25,939	102	.25	102	1,420,841	90	.24
Augusta, Ga.	138,200	1.00	23	23	693,783	1.07	107	107	28,083	105	.21	105	1,420,841	91	.24
<b>10 Market Avg.</b>	<b>147,100</b>	<b>.86</b>	<b>23</b>	<b>23</b>	<b>823,111</b>	<b>.88</b>	<b>88</b>	<b>88</b>	<b>28,083</b>	<b>105</b>	<b>.21</b>	<b>105</b>	<b>1,420,841</b>	<b>91</b>	<b>.24</b>
<b>Cumulative Total</b>	<b>51,659,800</b>	<b>86.99</b>	<b>86.99</b>	<b>87.55</b>	<b>64,157,885</b>	<b>87.94</b>	<b>87.94</b>	<b>10,644,816</b>	<b>10,644,816</b>	<b>87.94</b>	<b>54,453,210</b>	<b>86.68</b>	<b>519,850,827</b>	<b>88.99</b>	<b>88.99</b>
Wichita Falls, Tex.-Lawton, Okla.	137,900	1.01	23	23	649,506	1.17	117	117	26,142	119	.17	119	1,081,186	111	.19
Terre Haute, Ind.	135,700	1.02	23	23	873,180	.94	94	94	157,862	103	.22	103	1,158,842	104	.20
Binghamton, N. Y.	135,500	1.03	23	23	679,511	1.10	110	110	163,175	100	.22	100	1,314,474	93	.22

Market	ADI TV-Hhlds	Rnk	% U.S.	Total Retail Sales \$'(000)	Rnk	% U.S.	Food \$'(000)	Rnk	% U.S.	Drug \$'(000)	Rnk	% U.S.	Auto \$'(000)	Rnk	% U.S.	Income \$'(000)	Rnk	% U.S.
Montgomery, Ala.	135,100	104	.23	607,587	122	.18	133,745	118	.18	19,778	128	.16	125,084	126	.20	1,088,864	110	.19
Springfield, Mo.	134,400	105	.23	667,699	113	.20	150,284	106	.21	22,498	115	.22	142,360	109	.23	1,066,227	113	.18
Waco-Temple, Tex.	133,700	107	.23	716,701	105	.21	134,245	117	.18	23,565	110	.19	143,069	107	.23	1,112,292	107	.19
Colorado Springs-Pueblo, Colo.	133,000	108	.22	640,566	119	.19	119,298	127	.16	29,096	95	.24	143,669	107	.23	1,022,303	117	.17
10 Market Avg.	130,400	110	.22	694,628	108	.22	137,203	116	.19	25,239	104	.21	138,775	112	.22	1,148,987	105	.20
Cumulative Total	53,002,600	89,26	301,962,571	89,26	301,962,571	89,62	65,950,957	89,89	10,882,578	89,90	55,951,081	89,90	145,277	89,00	530,863,524	90,87		
Huntsville-Decatur, Ala.-Florence, S.C.	129,600	111	.22	532,513	135	.16	123,766	123	.17	14,235	151	.12	113,758	130	.18	1,183,514	102	.20
Tucson, Ariz.	129,600	111	.22	575,080	111	.20	144,496	111	.20	35,144	81	.22	130,232	118	.21	1,007,795	118	.17
Madison, Wis.	129,000	113	.22	772,981	99	.23	138,919	115	.19	26,743	101	.22	142,833	108	.23	1,237,203	97	.21
Burlington, Vt.-Plattsburgh, N. Y.	128,400	114	.22	744,197	103	.22	177,071	92	.22	18,256	136	.15	148,389	104	.24	1,126,808	106	.19
Sioux City, Iowa	127,900	116	.22	671,144	112	.20	163,730	99	.22	25,717	103	.21	140,974	110	.22	1,064,929	114	.18
Monroe, La.-El Dorado, Ark.	127,400	117	.21	815,489	97	.24	148,259	108	.24	22,321	117	.18	137,740	113	.22	1,148,987	105	.20
Charleston, S.C.	125,000	118	.21	583,483	127	.17	119,219	129	.18	22,180	118	.18	125,394	124	.20	910,459	131	.16
Joplin-Pittsburg, Kan.	123,500	119	.21	528,864	137	.16	118,162	131	.16	18,747	131	.15	102,783	132	.20	911,066	130	.16
Lexington, Ky.	123,000	120	.21	585,495	126	.17	119,263	128	.16	18,486	133	.15	126,136	123	.20	883,683	133	.15
10 Market Avg.	127,300	120	.21	644,379	118	.19	148,647	107	.20	22,581	106	.20	117,860	128	.19	1,097,794	109	.19
Cumulative Total	54,275,100	91,42	308,515,796	91,42	308,515,796	91,56	66,992,487	91,79	11,108,504	91,75	57,187,180	91,05	54,455,562	92,68				
Lafayette, La.	122,800	121	.21	565,421	131	.17	107,676	141	.15	20,035	125	.17	130,668	117	.21	999,516	121	.17
Lubbock, Tex.	119,600	122	.20	754,811	101	.22	139,990	113	.19	21,669	120	.16	170,550	95	.27	1,079,824	112	.18
Corpus Christi, Tex.	116,800	123	.20	596,491	125	.18	139,329	114	.19	20,612	124	.17	129,760	119	.21	924,659	127	.16
Quincy, Ill.-Hannibal, Mo.	116,400	124	.20	664,724	115	.20	125,087	121	.17	18,341	134	.15	132,865	116	.21	1,005,069	120	.17
Savannah, Ga.	111,900	125	.19	450,207	147	.13	96,133	147	.13	14,668	147	.12	94,792	144	.15	797,677	143	.14
Abitene-Sweetwater, Tex.	111,300	126	.19	598,769	123	.18	119,114	130	.16	21,428	122	.18	144,379	106	.23	826,920	141	.14
Columbia-Jefferson City, Mo.	110,600	127	.19	583,247	128	.17	112,659	137	.15	17,078	140	.14	111,680	131	.18	975,804	122	.17
Minot-Bismarck-Dickinson, N. D.	109,800	128	.18	614,402	114	.20	104,041	142	.14	21,167	123	.15	128,861	120	.21	915,256	129	.16
Yakima, Wash.	107,900	129	.18	665,221	114	.20	142,173	112	.19	32,719	88	.27	126,704	122	.20	1,006,110	119	.17
Topeka, Kan.	106,700	130	.18	615,627	120	.18	121,805	124	.17	23,855	108	.20	123,513	127	.20	949,426	123	.16
10 Market Avg.	113,400	130	.18	610,992	120	.18	120,801	124	.17	21,157	108	.20	129,377	127	.20	948,026	123	.16
Cumulative Total	55,408,900	93,34	314,625,716	93,34	314,625,716	93,37	68,200,494	93,43	11,320,076	93,50	58,490,952	93,12	550,915,823	94,30				
La Crosse-Eau Claire, Wis.	105,300	131	.18	598,394	124	.18	125,305	120	.17	15,962	144	.13	95,933	142	.15	1,045,508	115	.18
Macon, Ga.	104,900	132	.18	519,853	139	.15	117,202	136	.15	17,204	139	.14	111,235	132	.18	920,969	128	.16
Austin, Tex.	103,200	133	.17	569,418	130	.17	109,445	140	.15	18,618	132	.15	108,823	134	.17	944,600	126	.16
Eugene, Ore.	100,700	134	.17	532,793	134	.16	110,379	139	.15	12,427	116	.19	128,533	125	.20	878,909	134	.15
Odessa-Midland, Tex.	99,900	135	.17	531,261	136	.16	120,787	129	.17	25,143	105	.21	125,108	125	.20	908,816	132	.16
Erie, Pa.	98,900	136	.17	539,408	133	.16	124,498	122	.17	17,737	137	.15	104,951	135	.17	949,066	124	.16
Utica, N. Y.	98,500	137	.17	491,443	143	.15	113,238	135	.16	14,411	149	.12	87,238	148	.14	866,301	136	.15
Tallahassee, Fla.	97,100	138	.16	557,148	132	.17	120,430	126	.17	18,833	130	.16	110,970	133	.18	777,846	144	.14
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	95,800	139	.16	571,924	129	.17	103,818	143	.14	19,631	129	.16	98,737	139	.16	871,154	135	.15
Traverse City-Cadillac, Mich.	94,300	140	.16	657,234	116	.20	162,345	102	.22	22,659	114	.19	114,172	129	.18	850,311	139	.15
10 Market Avg.	99,900	140	.16	556,888	132	.18	120,316	136	.16	19,263	131	.16	108,570	135	.17	901,348	140	.14
Cumulative Total	56,407,500	95,03	320,194,592	95,03	320,194,592	95,04	69,403,665	95,08	11,512,701	95,10	59,576,652	94,85	559,929,303	95,85				
Chico-Redding, Calif.	91,100	141	.15	479,315	145	.14	115,654	134	.16	17,474	138	.14	93,164	145	.15	752,639	145	.13
Wilmington, N. C.	90,700	142	.15	505,748	140	.15	112,253	138	.15	16,565	142	.14	103,972	136	.17	683,723	147	.12
Wausau-Rhinelander, Wis.	90,200	143	.15	524,550	138	.16	116,820	132	.16	14,389	148	.12	95,083	143	.15	832,944	140	.14
McAllen-Rhineville (Lower Rio Grand Val., Tex.)	89,700	144	.15	428,641	149	.13	98,524	145	.14	14,568	150	.12	69,969	155	.11	554,175	152	.09
Las Vegas	88,700	145	.15	493,520	142	.15	89,884	152	.12	18,300	135	.15	99,793	138	.16	856,808	138	.15
Boise, Idaho	87,800	146	.15	475,740	146	.14	94,211	150	.13	19,830	127	.16	96,261	141	.15	690,678	146	.12
Bakersfield, Calif.	86,500	147	.15	496,629	141	.15	95,975	148	.13	15,999	143	.14	97,803	140	.16	800,480	142	.14
Santa Barbara, Calif.	81,500	148	.14	489,296	144	.14	97,358	146	.13	21,602	121	.18	89,371	147	.14	863,722	137	.15
Bangor, Me.	76,900	149	.13	428,581	150	.13	116,569	133	.16	11,593	159	.10	80,280	149	.13	607,334	149	.10
Albany, Ga.	71,100	150	.12	391,335	154	.12	76,826	155	.11	13,864	152	.11	78,640	151	.13	566,379	151	.10
10 Market Avg.	85,400	150	.12	471,336	154	.12	101,405	146	.13	16,418	152	.11	90,434	151	.13	720,888	151	.10
Cumulative Total	57,261,700	96,47	324,907,947	96,47	324,907,947	96,46	70,417,709	96,47	11,676,885	96,45	60,480,987	96,30	567,188,165	97,09				
Florence, S. C.	71,100	150	.12	398,466	153	.12	100,252	144	.14	11,660	158	.10	76,096	152	.12	574,407	150	.10
Alexandria, Minn.	70,300	152	.12	439,417	148	.13	85,820	153	.12	12,678	156	.10	73,418	153	.12	533,967	156	.09
Clarksburg-Weston, W. Va.	68,500	153	.12	339,291	158	.10	95,098	149	.13	12,433	157	.10	60,814	161	.10	551,447	154	.09
Watertown-Carthage, N. Y.	67,300	154	.11	314,938	160	.09	10,246	158	.10	60,869	160	.10	53,498	160	.09	634,098	165	.09
Reno, Nev.	64,600	155	.11	421,475	152	.13	92,378	151	.13	23,093	112	.19	79,919	150	.13	552,486	148	.11
Meridian, Miss.	64,000	156	.11	256,216	168	.08	57,358	168	.08	8,979	165	.07	48,403	169	.08	431,150	164	.07
Cheyenne, Wyo.	62,400	157	.11	425,700	151	.13	80,432	154	.11	15,813	145	.13	90,437	146	.14	552,545	153	.09
Dothan, Ala.	60,400	158	.10	305,525	161	.09	67,935	159	.09	10,925	160	.09	65,099	159	.1			

Market	ADI TV-Hhlds	Rnk	% U.S.	Total Retail Sales \$(000)	Rnk	% U.S.	Food \$(000)	Rnk	% U.S.	Drug \$(000)	Rnk	% U.S.	Auto \$(000)	Rnk	% U.S.	Eff. Buying Income \$(000)	Rnk	% U.S.
Billings, Mont.	58,900	159	.10	362,403	165	.11	72,813	157	.10	13,413	153	.11	72,229	154	.11	526,108	157	.09
Idaho Falls-Pocatello, Idaho	57,800	160	.10	343,803	156	.10	64,056	162	.09	13,178	154	.11	67,151	156	.11	458,246	158	.08
10 Market Avg.	64,500			360,723			78,839			13,259			69,544			523,692		
Cumulative Total	57,907,000		97.57	328,515,181		97.54	71,206,097		97.56	11,809,477		97.54	61,176,422		97.41	572,375,106		97.97
Tyler, Tex.	57,800	160	.10	317,748	159	.09	74,478	156	.10	15,042	146	.12	66,354	158	.11	431,770	162	.07
Mankato, Minn.	52,000	182	.09	342,739	157	.07	59,414	166	.08	8,847	167	.07	57,403	164	.09	450,653	159	.08
Ft. Smith, Ark.	52,000	163	.09	232,905	172	.07	65,078	174	.06	6,539	186	.05	54,360	165	.07	359,983	169	.06
Bluefield, W. Va.	51,800	164	.09	250,901	170	.07	65,828	161	.09	8,465	168	.08	48,116	167	.08	343,679	173	.06
Alexandria, La.	51,100	165	.09	221,786	173	.07	48,419	173	.07	6,650	185	.05	45,661	173	.07	434,978	161	.07
Great Falls, Mont.	50,300	166	.08	277,856	164	.08	55,507	169	.08	10,659	161	.09	58,680	163	.09	431,386	163	.07
Marquette, Wis.	49,400	167	.08	258,234	167	.08	67,797	160	.09	7,406	177	.07	44,225	177	.07	384,817	167	.07
Lake Charles, La.	47,900	168	.08	211,022	174	.06	51,381	172	.07	8,910	166	.07	44,341	176	.07	392,802	166	.07
Columbus, Miss.	47,700	169	.08	195,822	184	.06	42,515	181	.06	6,881	182	.06	44,360	175	.07	350,548	171	.06
Rapid City, S. D.	46,000	170	.08	259,384	165	.08	55,607	170	.08	10,347	163	.09	60,582	162	.10	444,715	160	.08
10 Market Avg.	50,700			275,140			56,642			8,977			52,488			402,533		
Cumulative Total	58,413,500		98.43	331,106,578		98.30	71,772,521		98.34	11,899,243		98.27	61,701,304		98.25	576,400,437		98.66
Casper-Riverton, Wyo.	43,300	171	.07	294,085	162	.09	62,513	164	.09	13,001	165	.11	66,614	157	.11	383,203	178	.06
Medford, Ore.	43,000	172	.07	254,019	169	.08	58,890	167	.08	8,261	170	.07	53,549	166	.09	322,837	178	.06
Ardmore-Ada, Okla.	42,500	173	.07	205,797	179	.06	44,738	176	.06	8,464	169	.07	43,105	178	.07	303,897	180	.05
Eureka, Calif.	42,100	174	.07	236,567	171	.07	63,908	163	.09	7,581	175	.06	46,923	172	.07	334,468	175	.06
St. Joseph, Mo.	41,700	175	.07	196,806	183	.06	37,378	188	.05	8,068	171	.07	32,499	190	.05	326,475	176	.06
Laurel-Hattiesburg, Miss.	40,400	176	.07	185,634	187	.06	42,212	182	.06	7,272	178	.07	39,444	183	.06	293,992	182	.05
Biloxi-Gulfport-Pascagoula, Miss.	40,000	177	.07	182,631	189	.05	39,633	185	.05	6,974	180	.06	38,410	185	.06	351,339	170	.06
Ottumwa, Iowa-Kirkville, Mo.	39,800	178	.07	199,348	182	.06	39,412	186	.05	7,860	172	.06	38,606	188	.06	343,790	172	.06
Rosewell, N. M.	38,200	179	.06	193,299	186	.06	40,163	183	.05	6,390	188	.05	48,065	171	.08	275,264	184	.05
Butte, Mont.	37,500	180	.06	185,590	188	.06	43,494	178	.06	31,495	191	.05	31,495	191	.05	298,322	181	.05
10 Market Avg.	40,900			213,378			47,234			8,027			43,671			323,359		
Cumulative Total	58,822,100		99.11	333,240,354		98.95	72,244,862		98.99	11,979,516		98.93	62,138,014		98.95	579,634,024		99.23
Greenwood, Miss.	35,800	181	.06	199,649	181	.06	43,206	180	.06	6,372	189	.05	42,195	180	.07	263,885	185	.05
Yuma, Ariz.-El Centro, Calif.	35,800	181	.06	284,148	163	.08	59,679	165	.06	7,474	176	.07	44,691	174	.07	313,695	179	.05
Lima, Ohio	32,700	183	.06	270,502	166	.08	62,750	171	.07	7,096	179	.06	48,396	170	.08	324,099	177	.06
Twin Falls, Idaho	32,600	184	.05	206,768	178	.06	36,749	189	.05	6,653	174	.06	40,935	182	.07	235,355	187	.04
Grand Junction, Colo.	32,300	185	.05	195,189	185	.06	39,709	184	.05	6,919	181	.06	39,121	184	.06	291,188	183	.05
Missoula, Mont.	31,500	186	.05	202,494	180	.06	43,615	177	.06	7,836	173	.06	37,740	186	.06	262,102	186	.04
Grand Junction, Colo.	29,300	187	.05	210,356	177	.06	43,284	179	.06	6,300	190	.05	48,714	168	.08	206,091	195	.04
Ft. Myers, Fla.	29,300	187	.05	215,758	175	.06	45,907	175	.06	6,760	183	.06	42,188	179	.07	221,746	185	.04
Salisbury, Md.	28,800	188	.05	169,840	190	.05	33,611	190	.05	6,669	184	.06	42,980	181	.07	174,164	195	.04
Panama City, Fla.	27,600	189	.05	213,587	176	.06	43,605	187	.05	10,238	164	.08	36,751	187	.06	335,082	174	.06
Lafayette, Ind.	26,600	190	.04	216,827			43,605			7,332			42,371			262,741		
10 Market Avg.	26,300			216,827			43,605			7,332			42,371			262,741		
Cumulative Total	59,135,100		99.63	335,408,625		99.58	72,680,916		99.58	12,052,833		99.53	62,561,725		99.64	582,261,431		99.69
Presque Isle, Me.	25,300	191	.04	140,938	193	.04	31,010	192	.04	3,431	199	.03	27,840	193	.04	203,948	192	.03
San Angelo, Tex.	25,000	192	.04	139,097	194	.04	27,168	193	.04	4,745	193	.04	29,775	192	.04	221,222	189	.04
Bellingham, Wash.	22,800	193	.04	150,806	191	.04	31,692	191	.04	6,156	191	.04	23,463	195	.04	196,008	194	.03
Zanesville, Ohio	22,800	193	.04	114,276	195	.04	24,746	195	.04	4,577	195	.04	21,669	198	.04	196,302	193	.03
Hays, Kan.*	22,200	195	.04	145,209	192	.04	25,153	194	.04	3,763	196	.04	32,763	195	.04	205,965	191	.04
Harrisonburg, Va.	20,900	196	.04	111,593	196	.03	17,286	200	.03	3,729	198	.03	22,759	198	.03	165,610	196	.03
Laredo, Tex.	18,500	197	.03	103,207	199	.03	17,868	198	.02	4,623	194	.04	11,582	202	.02	127,073	200	.02
Klamath Falls, Ore.	17,900	198	.03	106,574	198	.03	23,551	196	.03	4,010	197	.03	22,119	197	.04	138,640	198	.02
Tupelo, Miss.	17,000	199	.03	108,785	197	.03	20,217	197	.03	3,079	200	.03	27,819	194	.04	139,870	199	.02
North Platte, Neb.	14,100	200	.02	96,409	200	.03	16,156	201	.02	4,839	192	.04	19,127	199	.03	139,515	197	.02
10 Market Avg.	20,700			121,689			23,485			4,325			23,892			173,015		
Cumulative Total	59,341,600		99.98	336,625,519		99.92	72,915,763		99.88	12,096,084		99.89	62,800,641		100.02	583,991,584		99.97
Oak Hill, W. Va.	12,400	201	.02	63,477	201	.02	17,396	199	.02	1,875	201	.02	13,862	200	.02	93,073	202	.02
Jonesboro, Ark.	10,500	202	.02	38,181	204	.01	7,433	204	.01	1,125	203	.01	6,313	204	.01	58,105	203	.01
Helena, Mont.	9,200	203	.02	51,861	202	.02	9,203	202	.01	1,097	204	.01	12,328	201	.02	99,943	201	.02
Pembina, N. D.	6,000	204	.01	41,905	203	.01	7,827	203	.01	1,597	202	.01	7,827	203	.01	54,573	204	.01
Jackson, Tenn.	4,800	205	.01	19,717	206	.01	4,430	206	.01	741	205	.01	3,046	206	.01	31,733	206	.01
Glendive, Mont.	4,100	206	.01	26,075	205	.01	5,138	205	.01	595	206	.01	5,739	205	.01	32,613	205	.01
6 Market Avg.	7,800			40,203			8,769			1,172			8,186			63,673		
Cumulative Total	59,388,600		100.07	336,866,735		100.00	72,968,376		99.95	12,103,114		99.95	62,849,756		100.09	584,361,624		100.05

\* After production of this listing, KAYS of Hays, Kansas (and its S.I. satellite, KLOE Of Goodland, Kansas) became a satellite of KTVH, Wichita-Hutchinson. Effective with the 1969-1970 broadcast year, the Hays ADI countries; households, etc. are therefore transferred to the Wichita Hutchinson ADI.—American Research Bureau.

Non-ADI Markets and Home County TV-Hhlds: Worcester, Mass., 180,500; Ft. Lauderdale, Fla., 174,600; Akron, Ohio, 168,200; Palm Springs, Calif., 137,000; Canton, Ohio, 108,500; Manchester, N.H., 63,900; Modesto, Calif., 54,800; Jamestown, N.Y., 48,900; Muskogee, Mich., 47,600; Muncie, Ind., 36,400; Tuscaloosa, Ala., 31,500; Anderson, S.C., 30,600; Parkersburg, W.Va., 28,300; Hickory, N.C., 25,200; Marion, Ohio, 23,900; Fond du Lac, Wis., 22,200; Fayetteville, N.C., 21,500; Wildwood, N. J., 18,500; Ft. Pierce-Vero Beach, Fla., 15,700; Bowling Green, Ky., 15,100; Ft. Dodge, Iowa, 15,100; Jacksonville, Ill.,

At WMOC Chattanooga,  
after 6:00PM the loudest  
off-the-air sound is the  
slop of the mop!

**But On The Air . . . Wow!**

At WMOC, they lock the doors and turn out the lights each evening at 6 PM. Yet the live modern Country-Western sound floods Chattanooga and the surrounding area all through the night. The secret? Creative programming and a remarkable Schafer Automation System.

This amazing 24 hour-a-day AM station, featuring around-the-clock programming of 7 of the area's top modern Country-Western disc jockeys, is a solid second in ratings for adults in the metro area—out of a tough field of eight. And it runs completely unattended from 6 PM until 6 AM—365 days a year!

Popular? You bet! Profitable? Wow! WMOC has a total full time staff of only 5 people, including the manager (who doesn't announce or cut spots), a copy writer, a secretary and a full time saleslady.

Plus, of course, the remarkable Schafer Broadcast Automation System.

The WMOC success story is *must reading* for everyone in AM and FM radio. It's yours for the asking. Just mail the coupon.



**schafer**

Schafer Electronics, 9119 De Soto Avenue,  
Chatsworth, California 91311 (213) 882-2000  
A division of Applied Magnetics Corporation

Send me the amazing WMOC success story (please print)

name

station

job title

address

city

state

zip

## American encounters court rebuff

### Judge turns down request which would prevent NAB smoking guidelines from going into effect

American Brands Inc. lost in an 11th hour effort last week to obtain a court order prohibiting the three television networks from refusing to accept the advertising for two of American's cigarette brands.

Federal District Court Judge Burnita Matthews in Washington on Tuesday (Dec. 30, 1969) denied American's request for a preliminary injunction barring implementation of new National Association of Broadcasters code guidelines governing the use of "tar" and nicotine statements in cigarette advertising.

The guidelines prohibit the kind of advertising American has used in television to promote Pall Mall Golds and Silva Thins. And they went into effect on Thursday, Jan. 1.

American appeared faced with the choice of modifying its advertising for the two brands or using the air time for which it has contracted for other products—or forfeiting air time. Network sources said that the networks require commercials to meet their standards and that it would be surprising if they failed to hold American to its contracts.

American, which has committed itself to spend some \$30 million on television advertising of Pall Mall Golds and Silva Thins in 1970, had asked for the preliminary injunction pending a determination on its request for a permanent order.

Two weeks ago, it was turned down by Federal District Court Judge Matthew F. McGuire in a request for a temporary restraining order (BROADCASTING, Dec. 22, 1969).

American, in its underlying suit, has charged ABC, CBS, NBC, and the National Association of Broadcasters with violating the antitrust laws by allegedly conspiring to ban its advertising, and is seeking three times the amount of any losses it suffers as the result of their implementation of the new guidelines.

It is also seeking a permanent injunction barring the Federal Trade Commission from acting on a deceptive-advertising complaint it filed against American. The complaint was the basis for

an FTC policy statement that NAB used in formulating its new guidelines.

Judge Matthews denied the request for a preliminary injunction on the grounds that American had not "given a substantial indication of probable success" on the merits of its antitrust suit, and had not shown it would suffer "irreparable loss" if the relief were not granted. She noted that any loss American suffered would be "compensable" if it won its suit.

She also cited the health-hazard involved in cigarette smoking. She said

that the guidelines at issue, in requiring additional information concerning tar-and-nicotine claims for cigarettes, serve "a substantial, if not compelling, public interest. . . ."

"Enjoining or preventing the effectuation and implementation of these standards and guidelines . . . would be contrary to the public interest," she said.

The suit involves commercials promoting Pall Mall Golds as "lower in 'tar' than the best-selling filter king" and Silva Thins as "lowest in 'tar' and nicotine of all 100's tested; lower than most kings."

The guidelines would require American to include in such advertising the tar-and-nicotine content in milligrams of the two cigarettes, as well as of the lowest- and highest-yield cigarettes tested by the FTC. In addition, they would require American to name the brand to which it is comparing Pall Mall Golds—Winstons.

American objects to promoting the name of a competing cigarette in its advertising. And it argues that it is unreasonable to expect it to report all the requested information in the 20- and 30-second spots it uses.

American also argues that its present advertising campaigns have been highly successful—boosting sales in Pall Mall Golds from \$85 million in 1968 to \$95 million in 1969 and a projected \$108 million in 1970, at a time when cigarette sales generally are falling.

Counsel for American, Abe Krash, in a court hearing on Monday had offered a compromise. He suggested that, pending a decision on the request for a permanent injunction, the networks be permitted to require that the requested information be included only in the video portion of the commercials, on supers. The networks would be barred from requiring it in the audio portion—reciting all of the information, Mr. Krash said, would result in "gibberish"—and from requiring American to name the competing brand in its Pall Mall Golds commercials.

Judge Matthews did not mention the offer in denying the motion of American Brands.

The key issue in American's basic suit—that the networks' decision to ex-



### Penguin sells heat

A new animated commercial being telecast on six Detroit area TV stations by Bruce Wagle Plumbing & Heating Co., that city, suggests that if "the penguin . . . who doesn't have enough sense to come in out of the cold" had any sense, he would have a gas heating unit installed in his igloo.

The 60-second spot was produced by Ten Petok Studios through Stockwell-Marcuse Advertising and is being run with the cooperation of American-Standard and Michigan Consolidated Gas Co.

clude American advertising they had carried before adoption of the new guidelines, in November, constituted a "boycott" and a "per se" violation of the antitrust laws—could have effects going far beyond American's suit, in the view of counsel for the networks and NAB.

They said American's argument could be brought against a variety of efforts at industry self-regulations in all fields. They argued that the reasonableness of the self-regulation must be considered—and that the code guidelines under attack are reasonable.

Two of the attorneys making the argument are former high officials in the Department of Justice's antitrust division. One is Lee Loevinger, also a former member of the FCC, who headed the antitrust division between 1961 and 1963. He was appearing for NAB.

The other is Lionel Kestenbaum, who had been director of policy planning in the division. He is now with a law firm that represents ABC in antitrust matters. Ironically, Mr. Kestenbaum led a team of Justice Department attorneys in the department's opposition to ABC's proposed merger with International Telephone & Telegraph. ITT eventually cancelled its agreement with ABC, on Jan. 1, 1968, while the U.S. Circuit Court of Appeals for the District of Columbia was considering the department's appeal from an FCC decision approving the merger (BROADCASTING, Jan. 8, 1968).

## Radio code caught up in the age of Aquarius

The growing popularity of astrology, being exploited by countless games, books and recordings, will be an important subject to be considered by the National Association of Broadcasters' radio code board at its annual meeting at Sarasota, Fla. today (Jan. 5).

NAB staff members report the pressure on broadcasters to accept commercials and programs involving astrology make the consideration of possible guideline changes necessary. The NAB television code board only last month considered the issue and decided to keep its existing rules (BROADCASTING, Dec. 15, 1969.)

The present radio code has a firm prohibition against "the advertising of fortune-telling, occultism, astrology, phrenology, palm-reading, numerology, mind-reading, character-reading, or subjects of a like nature."

The radio code also finds unacceptable "when presented for the purpose of fostering belief . . . program material pertaining to" these subjects.

Other sticky issues that will confront

## Business briefly:

**Amway Corp.**, Ada, Mich., through Stevens Inc., Grand Rapids, Mich., has signed for new 5-minute weekly program, *The Innovators*, on NBC Radio's *Monitor* segment to promote the firm's household product lines. The series will start January 3 and run for 39 weeks. Produced by Functional Media Inc., Chicago, the program salutes American businessmen who have succeeded under our free enterprise system.

**Buick Motor Division**, General Motors Corp., Detroit, through McCann-Erickson Inc., New York, will sponsor programming January through February on American Entertainment and American Information Radio Networks of ABC; **Eastman Kodak Co.**, Rochester, N. Y., through J. Walter Thompson Co., New York, added all four ABC Radio Network services to its schedule Dec. 23 through Dec. 25; **Schick Safety Razor Co.**, Culver City, Calif., through Compton Advertising, Los Angeles, renewed sponsorship of Paul Harvey commentary through the first quarter of 1970 on ABC Radio.

**Serta Associates**, Chicago, through MacManus, John & Adams there, plans participation flights on NBC-TV's *Today* and *Tonight* shows during its 1970 promotional events beginning in April. Local radio commercials also are included in promotion materials being supplied to retailers.

**Sylvania Entertainment Products**, an operating group of Sylvania Electric Products Inc., Batavia, N. Y., through Doyle Dane Bernbach, New York, has scheduled six weeks of TV advertising in 33 markets for its second annual "Once A Year Sale" of TV and stereo units from Jan. 4 through Feb. 28.

the radio code board will involve movie advertising, whether or not movie ratings should be spelled out more completely, and the screening of song lyrics, some of which have been accused of fostering the use of drugs (BROADCASTING, Dec. 22, 1969).

## Getty's got it

Spot radio and TV campaigns will accompany a gradual change-over of Getty Oil gas stations from the Flying A to the all-premium Getty brand. Plans cover an 11-state area on the East Coast. The drive is already in full swing in parts of New Jersey, Pennsylvania and Delaware. Boston, and then New York, are next in line. The ad campaign, described as "intensive," is two-phase: first phase introduces new program; carry-through phase is explanatory, but more sales-oriented. Smith/Greenland, New York, is the agency.

## Lanning reports on Xmas commercials

### He finds a variety of manufactures using TV during the holiday season

A wide range of manufacturers put "a big share" of their holiday-promotion dollars into store-tagged TV commercials during the 1969 Christmas shopping season, Nathan S. Lanning of the Station Representatives Association reported last week.

Mr. Lanning directs SRA's program to encourage manufacturers to divert co-op advertising allocations—which stores normally spend primarily in newspapers—into commercials that their own agencies produce and place, putting a tag at the end to indicate where the advertised products may be bought.

Mr. Lanning, who based his report on monitoring of New York stations from mid-November onward, said that "New York retailers received their strongest manufacturer-controlled TV support from makers of appliances."

In the women's wear field, Flexnit Co., Berkshire International and Burlington Industries were found to be especially active with commercials carrying the signatures of retailers. Three brands of boots and rubbers—Totes, Eskiloos and Mr. Kicks—were identified with store-tagged spots, as was Faberge's brand of men's toiletries.

Macy's, Abraham & Straus, Gimbels, Bambergers, Bloomingdale's, Alexander's, Lord & Taylor and Woolworth were among the leading stores benefiting from the commercial tags.

Mr. Lanning said a by-product of the monitoring was the finding that "national advertisers had learned to produce effective retail-slanted spots that were quite superior to those which individual stores could afford to tape or film."

Norelco, he said, used "a heavy campaign" of store-signed spots for shavers and hair-curlers in a variety of time periods; Maytag used them to demonstrate a portable clothes dryer; Norge used a schedule for its refrigerators; Hoover, in what was said to be one of the strongest retail campaigns, used the store-signed spots for small appliances and washers as well as vacuum cleaners, and Protor Silex used them for its small appliances and Shetland brand sweeper-cleaners.

Others noted by Mr. Lanning in store-tagged schedules included Osterizer blenders and can openers, Remington shavers, Lane chests, Seiko watches, View Master viewers and Mirror-Golightly makeup mirrors.

Two manufacturers in the men's wear

field "saturated" the area with store-signed commercials, Mr. Lanning reported: Puritan sportswear used a variety of spots for gift items and Hickok conducted a heavy campaign for its leather accessories.

### Agency appointments:

- Thomas J. Lipton Inc., Englewood Cliffs, N. J., has moved its Pennsylvania Dutch Noodles account from Weightman Inc., Philadelphia, to Edward H. Weiss & Co., Chicago, effective March 31. Weiss already handles other Lipton products. The account bills an estimated \$1 million. Lipton also has named Kalish, Sporo, Walpert & Ringold, Philadelphia, to handle its Morton House line of canned foods.

- Trim-A-Way International Ltd., Scarsdale, N. Y., franchising organization for figure contouring salons in New York City, upstate New York, Cleveland, Puerto Rico and Venezuela, has appointed Mathison/Ress Inc., New York, for advertising and public relations. The \$200,000 budget for 1970 is expected to include broadcast and print. The previous agency was Samuel H. Meyers Advertising.

- Richter & Mracky-Bates Inc., Los Angeles, a Ted Bates subsidiary, has been handed additional business by Max Factor & Co., Los Angeles. The agency has been assigned to create and

coordinate the advertising for Max Factor International. Max Factor has also appointed five agencies in the Bates International-Europe group to handle the account in Europe: Hobson, Bates & Partners Ltd., London; A.F.P.-Bates & Cie, S.A., Paris; Ted Bates Werbegesellschaft MBH, Frankfurt, Germany; Ted Bates & Co., Milan, Italy; and Ted Bates Nederland N. V., Amsterdam, The Netherlands.

### Rep appointments:

- WGRT(AM) Chicago: Greener, Hiken, Sears Inc., New York.

- KFSC(AM) Denver; WBCO-AM-FM Bucyrus, Ohio, and WLEM(AM) Emporium, Pa.: AAA Representatives, New York.

- KAHU(AM) Honolulu, Hawaii: Grant Webb & Co. Inc., New York.

### Ky. farmers will file suit

"We're working on it," is all Gladney Harville, attorney for 25 Kentucky tobacco farmers, would say last week about the damage suit he is preparing against the three TV networks and their anti-cigarette commercials (BROADCASTING, Dec. 22, 29, 1969). Mr. Harville said he now intends to file it this week in Fayette circuit court, Lexington, Ky. Meanwhile, network officials still

were waiting to be served papers in the initial suit, filed Dec. 19 in U. S. District Court for the Eastern District of Kentucky, Lexington. This suit seeks to force ABC, CBS and NBC to tone down their antismoking commercials, specifically the contention that "cigarettes are killers."

### Coca Cola to market new products in 1970

Two new products from broadcast-oriented Coca Cola USA will go into national distribution this spring, and an additional soft-drink product or products will be test-marketed during 1970. The two products scheduled for national introduction in the spring are Simba, a citrus drink, and Santiba, a line of mixers, club soda and ginger ale.

In addition, according to a spokesman for Coca Cola, a number of soft-drink products are under development and will go into test next year "depending on the state of the market." He concedes that spring is a "likely" time for the test, since Coca Cola USA usually makes its product introductions at that time of the year, but he maintains that no plans are finalized, adding that "the cyclamate problem held up a lot of these things."

Coca Cola has expanded its broadcast spending slightly in recent months to re-introduced its low-calorie beverages without cyclamates.

Coca Cola USA/Atlanta, is the domestic division of The Coca Cola Co. The ad billings of Coca Cola Co., including its food division, are invested principally in broadcast—spot TV, spot radio and network TV.

### Black-oriented ad shop 'talks to the people'

With a minimum of fanfare, a Negro-owned-and-directed advertising agency, Howard Sanders Advertising Ltd., New York, has grown to \$1.5 million in billings in three-and-a-half years. An estimated 70% of its expenditure is in broadcast.

Howard Sanders, president, said last week that the agency's most rapid strides have taken place during the last few months when it landed Negro-market advertising assignments from national accounts, including the R. J. Reynolds Tobacco Co., Pepsi-Cola and the Seal-test Foods division of the National Dairy Products Corp. In addition, Sanders handles the advertising for the Children's Television Workshop's *Sesame Street* series and a host of local accounts.

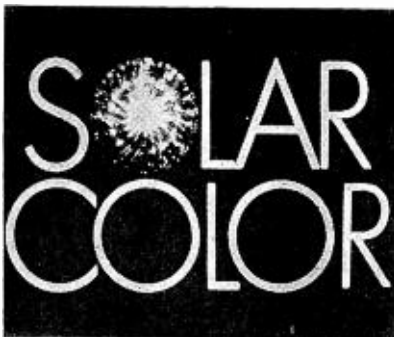
Mr. Sanders, who previously worked for Negro-programmed WWRL(AM) New York as local sales manager and as a

### Admiral goes on simulated space trip

Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, will be featuring the futuristic special effects of Academy Award winner Doug Trumbull in its 1970 TV campaign. Mr. Trumbull has developed six color spots promoting Admiral television sets using the same slit-scan methods he used in the theater release, "2001: A Space Odyssey."

In the series is a 60-second spot opening with a sunburst, overlaid by Admiral title, with other titles rushing away in concentric color tunnels, ending with the Solar Color symbol pulsating, then bursting, in a blaze of radiating color. The voice over tells of Admiral's color picture tube, brightness and the Admiral three-year warranty. Three of these spots, including the special effects commercial, were prepared by Cinematographic Inc. and Mike Green Concepts. EUE Screen Gems also prepared three commercials in the series.

The spots are scheduled to run during the first quarter of 1970 on ABC's *Sunday/Monday Night Movie*, *It Takes a Thief*, *Land of the Giants*, *Love American Style* and *Frank Reynolds News*, and on NBC's *Name of the Game*,



*Monday/Tuesday/Saturday Night at the Movies*, *The Virginian*, *The Andy Williams Show*, *Ironsides* and the *Huntley-Brinkley Report*.



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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Dec. 21, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		ABS		NBC		Total minutes week ended Dec. 21	Total dollars week ended Dec. 21	1969 total minutes	1969 total dollars
	Week ended Dec. 21	Cume Jan. 1-Dec. 21	Week ended Dec. 21	Cume Jan. 1-Dec. 21	Week ended Dec. 21	Cume Jan. 1-Dec. 21				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 122.4	\$ 221.6	\$ 7,492.5	\$ 336.0	\$ 17,516.1	110	\$ 557.6	4,844	\$ 25,131.0
Monday-Friday 10 a.m.-6 p.m.	1,708.0	78,256.0	3,068.3	142,925.6	1,488.4	111,186.3	749	6,264.7	45,031	332,367.9
Saturday-Sunday Sign-on-6 p.m.	529.6	53,041.1	2,896.4	70,502.7	2,116.9	46,360.7	273	5,542.9	15,032	169,904.5
Monday-Saturday 5 p.m.-7:30 p.m.	186.7	16,647.4	896.0	36,814.6	688.6	33,467.2	76	1,771.5	4,748	86,929.2
Sunday 6 p.m.-7:30 p.m.	156.0	6,591.4	542.7	13,380.8	530.0	11,045.1	27	1,228.7	1,102	31,017.3
Monday-Sunday 7:30-11 p.m.	6,331.1	257,215.4	8,178.9	343,828.5	8,674.2	341,892.0	452	23,184.2	22,380	942,935.9
Monday-Sunday 11 p.m.-Sign-off	249.8	21,338.5	525.8	13,492.9	504.6	25,548.1	119	1,280.2	5,089	60,379.5
<b>Total</b>	<b>\$9,161.2</b>	<b>\$433,212.2</b>	<b>\$16,329.7</b>	<b>\$628,437.6</b>	<b>\$14,338.7</b>	<b>\$587,015.5</b>	<b>1,806</b>	<b>\$39,829.6</b>	<b>98,226</b>	<b>\$1,648,665.3</b>

newsmen for WLIB(AM) New York, decided to launch his own agency in the summer of 1966, abetted by a \$15,000 loan from the Small Business Administration. His basic advertising credo, he said, is: "Communication to the black community must talk to the people, not down to the people."

His staff has grown to 12 and the most recent addition is Keith Lockhart, a black creative executive who had worked previously for J. Walter Thompson and Richard K. Manhoff. Mr. Lockhart is creative director of Sanders and a principal in the agency, and supervises an integrated staff.

Mr. Sanders emphasized that an integral dimension of black-oriented advertising is community involvement and as an extension of this concept, Sanders Advertising and the Venture Coalition, a unit of the New York Urban Coalition, are launching the AdVenture Workshop. He said the workshop has two aims: to train blacks for all levels of advertising at sessions three nights a week and develop a team of advertising specialists that will prepare for small businesses in the black community advertising campaigns that would cost up to \$5,000 annually.

### Timmons and Towell form single agency

Ralph Timmons Inc. and Arthur Towell Inc., two Madison, Wis., advertising agencies, will merge Jan. 1 to form Towell & Timmons Inc.—with combined billings of over \$2 million.

Ralph Timmons will be board chairman of the new firm and Arthur Towell, secretary-treasurer. Mr. Towell's son, Tom, who has managed the

Towell agency for three years, will be president.

The new agency will be located at 995 Applegate Road in Madison.

### Sid Caesar to join in film spot venture

Entertainer Sid Caesar and Rose-Magwood productions, a commercial film house, have joined forces in a commercial and industrial film venture.

Rose-Magwood, with offices in New York, Los Angeles, London and Toronto, will contribute its production facilities to the new enterprise, while Sid Caesar productions, Los Angeles, will make Mr. Caesar as a writer and performer, in addition to a reference library of Mr. Caesar's comedy material, available to advertisers. Comedienne Imogene Coca will also participate.

### Two-man crews allowed in new union contract

The Commercial Film Producers Association, organization of West Coast producers engaged in filming of television commercials, has agreed to and signed a bargaining contract with the Association of Motion Picture and Television Producers and the 24 locals of the International Alliance of Theatrical Stage Employees covering craft workers in the live action commercial film field.

The contract is for three years, terminating Jan. 31, 1973. One of the highlights of the new agreement provides that in specified special situations commercial film producers may use two-man camera crews instead of the

normal three-man crews. These situations include the filming of scenic shots, test commercials, sales presentations and local and regional commercials for use in not more than five markets.

### Record ad budget arranged in Azusa

Wynn Oil Co., Azusa, Calif.-based automotive additive manufacturer, enters the 1970's with a record advertising budget, much of it aimed at extensive radio and television promotion. Approximately \$2.25 million is to be spent in the print and broadcast media, up from \$1.7 million in 1968.

Beginning with the co-sponsorship of the Rose Bowl on NBC Radio last Thursday (Jan. 1), the firm will utilize 60-second spots on radio during peak morning and afternoon driving times, and 30-second prime-time television spots in major markets nationwide. The television and radio campaign is promoting Wynn's Spit-Fire and Wynn's Kwik-Kool. Needham, Harper & Steers/West handles the Wynn account.

### Firm offers political aid

The New York advertising agency of David, Oskner & Mitchneck has set up an advertising and counseling firm to handle political candidates and public issues. It is Public Campaigns Inc., at 711 Third Ave., New York. Allan D. Gardner, vice president of DO&M, is president of new agency. Mr. Gardner worked on the Senate campaign of the late Robert F. Kennedy in 1964. Senator Kennedy's six presidential primaries in 1968 and the Humphrey-Muskie presidential bid in 1968.

## WBC balks at compensation loss

McGannon deplores 6.5% cut in compensation and 'over-commercialization' of 'Tonight' show

Donald H. McGannon, president of Westinghouse Broadcasting Co., has advised NBC-TV that WBC's two NBC affiliates cannot accept the network's plan to cut affiliate compensation rates by 6.5% and make up the loss by giving affiliates more time for local sale (BROADCASTING, Nov. 24, Dec. 1, 1969).

This notification, it was learned, was sent following a meeting—obviously unsuccessful—between Westinghouse and NBC officials last week. A similar notice presumably will go to CBS-TV, which has adopted a plan essentially like NBC-TV's (BROADCASTING, Dec. 29, 1969), if CBS persists over WBC's protests.

Just what recourse Westinghouse might have, short of disaffiliation, was not clear. NBC and CBS affiliation contracts give the respective networks the right to make unilateral rate reductions applying equally to all affiliates, as these do. These, and the additional time for local sale, are the principal ingredients of the two TV networks' plans to have affiliates pick up the bulk of their AT&T rate increases. Mr. McGannon reportedly protested to NBC in a telegram about 10 days ago—and to CBS in a similar one last week—against the fact of the rate reduction, the way it was adopted and the impact of the additional commercial time upon the public, especially in a period when television is already under broad attack for, among other things, alleged over-commercialization.

He was said to be especially critical of NBC's plan to add three commercial minutes in the *Tonight Show*, even though the show's commercial format is being restructured to reduce the number of interruptions.

He reportedly argued that *Tonight* is widely regarded as one of the most commercial of all shows, perhaps exceeded only by network movies in that respect, and that the addition of three minutes—one for local sale, two for network sale—could only amount to "further over-commercialization."

In his message to NBC following last week's meeting, Mr. McGannon was represented as saying WBC's two NBC affiliates—WBZ-TV Boston and KYW-TV



Mr. McGannon

Philadelphia—"cannot accede to the proposals NBC has made," and as advancing an alternative:

The two stations would continue to carry the *Tonight* show but would cover one of the new commercial minutes with a public-service announcement and would cover the other two which are back-to-back in the new format—with a two-minute news and weather report.

As for the 6.5% reduction in rate of compensation, he was said to have taken the position that the WBC stations "reject" both that and the idea of passing the AT&T increase on to stations.

This view was believed based on his belief that the cost of networking is essentially a network cost and should be borne by the network, not arbitrarily passed along to affiliates. (NBC sources have estimated that the 6.5% rate reduction would recoup about \$6 million of NBC's estimated \$7.4-million annual increase in AT&T rates.)

He reportedly characterized NBC's method of arriving at the whole decision—in collaboration with the NBC-TV affiliates board—as "reprehensible"

on the ground that the affiliates board has no authority to negotiate for other affiliates and that unilateral changes in an affiliation agreement are wrong.

He was also said to feel that when affiliates are given no choice but to assume an expense that is not rightfully theirs, take a rate cut and either accept further commercialization of the *Tonight* show or lose the program when no adequate replacement is available, the situation becomes intolerable.

Of the 10 new 62-second prime-time station breaks being created by NBC by expanding 42-second breaks, Mr. McGannon reportedly told the network that the policy of the WBC stations would be (1) not to carry three 20-second announcements in any of them but (2) to try to use single-minute commercials in as many of the positions as possible and (3) not to carry any more commercial messages in them than have been carried, on the average, in the past when they were only 42 seconds in length.

When this policy leaves time to be filled, public-service messages will be inserted to take up the slack.

In his original protest to NBC, Mr. McGannon reportedly argued that the *Tonight* changes would not merely bring NBC's commercial opportunities more nearly into line with competition but would put them ahead of it.

This apparently reflected an analysis indicating that, assuming all minutes and station breaks would carry two 30's, *Tonight* would have 42 network and local announcements per night as against 40 for CBS-TV's *Merv Griffin Show* and 38 for ABC's *Joey Bishop Show* and new *Dick Cavett Show*.

In his original message to NBC and the one last week to CBS, Mr. McGannon reportedly called upon the networks to suspend their plans—both the rate reductions and the extra commercial time—until a better feeling of general affiliate reaction could be obtained and a study made to determine the impact of the changes on viewers, advertising effectiveness and program content as a whole.

His disagreement with CBS—on behalf of WBC's KDKA-TV Pittsburgh and KPIX(TV) San Francisco—lacked the

# Inoculate them Protect her

Rubella\* means German measles. Although it is a minor ailment for children, rubella can be destructive if contracted by a pregnant woman.

It can cause cerebral palsy and other birth defects. Now, children can be vaccinated for rubella.

Through your support in the past, we were able to help in developing this new vaccine that will remove one of the causes of cerebral palsy.

There are many more causes to be uncovered and conquered.

We still need your support.

Give to

**United Cerebral Palsy.**

\*Every child aged one to eleven should have a rubella vaccination.



late-night element because CBS-TV's plan did not include changes in the *Griffin* show's commercial format.

He was said to feel no less strongly, however, about CBS's plan for the affiliates to pick up approximately \$6 million of that network's AT&T increase (approximately \$7.9 million gross, \$6.8 million net), its unilateral imposition of a 6.5% cut in compensation rates and its granting of additional commercial time in prime evening hours, including two new 32-second commercials in Thursday and Friday movies.

The CBS and NBC plans as to additional commercial time were to become effective yesterday and today (Jan. 4 and 5) respectively, with the rate reduction to start Feb. 1 for CBS affiliates and March 1 for NBC-TV's.

Mr. McGannon apparently had no argument with ABC-TV, with which WBC's WJZ-TV Baltimore is affiliated. ABC has agreed to absorb all of its \$5.8 million rate increase for at least the first year and did not create additional commercial time ("Closed Circuit," Nov. 3, 1969, et seq.).

### RKO General in TIO

RKO General Inc. joined the Television Information Office effective Jan. 1. Henry V. Greene Jr., vice president-television for RKO General, called TIO's service "vital to the operation of

modern television stations, both from the program and marketing standpoints." The announcement followed word that RKO General had applied and been accepted 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, WNAC-TV Boston, and WHBQ-TV Memphis, both affiliated with ABC-TV (BROADCASTING, Dec. 15).

### Review board OK's WHUT sale to Eastern

The sale of WHUT(AM) Anderson, Ind., by J. W. O'Connor to Eastern Broadcasting Corp. for \$650,000 received FCC Review Board approval last week.

Eastern Broadcasting is principally owned by Roger Neuhoff, and is also the licensee of WCVS(AM) Springfield, Ill., and WHAP(AM) Hopewell, Va. Eastern's acquisition of WBOW-AM-FM Terre Haute, Ind., is pending FCC approval.

Mr. O'Connor owns 72% and is general manager of WCIU-TV Chicago.

The application for the sale of WHUT was filed last June, but was set for hearing by the commission on several grounds: To determine whether the short-term renewal given WCVS reflected

adversely on Eastern; whether in view of Mr. Neuhoff's acquisitions of six stations and the sale of four stations in the past 10 years indicated trafficking in licenses, and whether Eastern's proposed commercial practices for the Anderson station accorded with the needs of the community.

Following a hearing, an FCC examiner recommended that the sale be approved. Following exceptions by the FCC's Broadcast Bureau, the three-member review board panel held with the examiner that the WCVS short-term renewal did not reflect adversely on Mr. Neuhoff, and was a lapse in judgment. WCVS received a one-year renewal in 1968 because of allegedly misleading promotion in connection with a "Lucky Bucks" contest, and a \$10,000 fine as a result of purported misleading practices in connection with a "Christmas Daddy" contest over WALT(AM) Tampa, Fla., formerly licensed to Eastern.

Since 1960, Eastern has disposed of WALT, WILA(AM) Danville and WCHV(AM) and WCCV-FM Charlottesville, all Virginia. The review board held, as did the examiner, that the acquisitions and sales could not be considered trafficking since Eastern sold the stations to "trade up", to buy other stations in larger markets. This has never been considered trafficking by the FCC, the board noted.

The board, again agreeing with the examiner, also held that Eastern's commercial proposals for WHUT were similar to proposals for Eastern's other stations that had been approved by the FCC in the past and thus were in the public interest.

## Avoid the hazards of buying or selling on your own.

Why risk negotiating without Blackburn's deep knowledge of the market, of actual sales, and of appraisal factors. We do not send out lists. Each sale is handled on an individual basis, with sellers revealed only to serious, financially responsible buyers. And Blackburn service is complete, even to helping arrange the proper financing!

69-3

### BLACKBURN & Company, Inc.

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

#### WASHINGTON, D.C.

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

#### CHICAGO

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

Collin M. Selph  
Roy Rowan  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

### Changing Hands

#### Announced:

The following station sale was reported last week and will be subject to FCC approval.

■ WKSN-AM-FM Jamestown, N. Y. Sold by Lowell W. Paxson to Warren and Ann Koerbel for \$635,000. Mr. Koerbel is presently manager of WBNF-FM Binghamton, N. Y. Mr. Paxson retains WYND Sarasota, Fla., and WTBY Waterbury, Conn. WKSN is 250 w full time on 1340 kc. WKSN-FM operates with 3 kw on 101.7 mc. Broker: Chapman & Associates.

#### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 52).

■ WHUT Anderson, Ind.: Sold by J. W. O'Connor to Eastern Broadcasting

Corp. for \$650,000 (see page 38).

■ **KJIM Forth Worth:** Sold by Everett S. and C. D. Salley to Broadcast Consultants Corp. for \$430,000. Broadcast Consultants is 97.5% owned by Tracey-Locke Inc., Dallas advertising agency that owns KCNW Tulsa, Okla., and 2.5% by Howard B. Fisher, radio-TV director for that agency. KJIM is a daytimer on 870 kc with 250 w.

**Cable television**

■ **Simi, Calif.:** Clarity TV Inc. sold by Robert Akin and associates to H&B American Corp. in exchange for common stock of H&B American. Simi CATV has 2,000 subscribers, began operating in 1965 and provides its 2,000 subscribers with all Los Angeles TV and FM stations on its 12-channel system. H&B American is a multiple CATV owner, with 72 systems serving 256,000 subscribers in 140 communities. It is scheduled to merge with Teleprompter Corp., also a multiple CATV owner, following stockholder meetings next month. Mr. Akin remains as resident manager of Simi.

**Adams-Russell agrees to purchase Mass. CATV**

Agreement in principle for the sale of 70% interest in Aurovideo Inc., Waltham, Mass., multiple CATV owner, by Richard Surprenant, president, to Adams-Russell Co., also Waltham, Mass., was announced last week. Adams-Russell, which is engaged in military electronics devices, already owns 30% of Aurovideo Inc.

Mr. Surprenant, who was founder and owner of National Teline Corp. before it became part of Aurovideo, is receiving 55,250 shares of Adams-Russell Co. plus cash. He is also slated to become a member of the board of Adams-Russell at the company's stockholders meeting next month, and will continue as president of Aurovideo. Adams-Russell closed at \$11.25 last Wednesday (Dec. 31, 1969), on the American Stock Exchange.

Aurovideo owns six CATV systems (three in Massachusetts, and one each in New York, Missouri and Arkansas), with almost 8,000 subscribers, valued at between \$3 & \$4 million.

**Ohio CATV system loses three-year expansion fight**

A federal appeals court told a CATV system serving Cleveland suburbs that its three-year battle against the FCC's CATV rules on expansion had failed.

The U.S. Court of Appeals for the Sixth Circuit on Dec. 23 upheld the FCC on all points. On the receiving end of the bad news was Telerama Inc., a multiple CATV owner.

Telerama went to court to overturn an FCC notice that prohibited it from expanding into any Cleveland suburb that it had not been serving by Feb. 15, 1965. Telerama also asked the court to overrule the FCC's denial last year of a request to import distant TV signals in the Cleveland area.

Telerama, which is 49% owned by group-broadcaster Scripps-Howard Broadcasting Co., claimed that the 1965 cutoff date did not apply because Telerama had initiated plans before then to serve 18 communities in the eastern suburbs of Cleveland. The commission denied Telerama's claim that it was covered by the grandfather clause of the commission's CATV rules.

The court found the FCC's notice to Telerama in 1966 "consistent with the letter and even more consistent with the spirit and history of the rule." The court also held that the commission's procedures on the importation of distant signals was entirely valid.

The court also said it found "some-what more sympathy" for the equities arising out of Telerama's investments, but could find "no more appropriate form of relief than did the commission. It seems clear to us," the court said, "that after the April 22, 1965 notice of inquiry, Telerama deliberately decided to proceed with substantial

cash outlays to attempt to develop a going business before government regulation could affect its right to do so.

"This was obviously a business gamble made with full knowledge of possible consequences. But it is also obvious that the gamble did not produce the jackpot at which Telerama was aiming. Telerama's objectives and the public interest, as determined by the FCC, collided Feb. 15, 1966. . . . If there were to be effective regulation of CATV, obviously there had to be a date beyond which untrammelled expansion could not occur."

**Committee is chosen to nominate NCTA board**

Robert Beisswenger, president of Jerrold Corp. and a former chairman of the National Cable TV Association, heads a nominating committee to select candidates for the 1970-1971 NCTA board. The nominating committee is required to announce its list of nominees in April, 60 days before the June 7 NCTA convention in Chicago.

Other members of Mr. Beisswenger's committee: William R. Brazeal, Community Tele-Communications Inc.; Sam C. Haddock, TV Cable Co.; Robert H. Symonds, Teleprompter Corp., and John Walson, Service Electric Co.

**EXCLUSIVE LISTINGS!**

**MIDWEST**—Fulltimer, plus FM, in single station market possessing good equipment, experienced staff and good potential. Owner wants immediate action and has priced station less than two times gross. Price \$210,000, 29% down, balance ten years.

*Contact Richard A. Shaheen in our Chicago office.*

**EAST** —A very profitable fulltimer in three-station market in which population exceeds one hundred thousand. Operation has ten year history of profits. Owner will deliver 100% of stock for \$280,000, terms to be negotiated.

*Contact Ray V. Hamilton in our Washington office.*

*Hamilton-Landis*  
AND ASSOCIATES, INC.

Brokers of Radio, TV & Newspaper Properties  
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.  
1100 Connecticut Ave., N.W.  
20036 202/393-3456

CHICAGO  
1507 Tribune Tower 60611  
312/337-2754

DALLAS  
1234 Fidelity Union Life Bldg.  
75201  
214/748-0345

SAN FRANCISCO  
111 Sutter St. 94104  
415/392-5671

# Tower crash sparks claim

## KXJB-TV wants \$350,000 damages for lost revenues to be paid by U.S.

Can a broadcaster, whose tower was knocked down by a military plane, collect for lost revenues as well as more tangible losses? That question may be answered when the claim filed by North Dakota Broadcasting Co. against the U. S. Navy is finally decided.

Genesis of the claim was a Feb. 14, 1968 accident, when a U. S. Marine Corps helicopter sheared one of the guywires of the 2,063-foot tower of KXJB-TV (ch. 4), Valley City (Fargo), N. D., toppling it to the ground. All four occupants of the Marine helicopter were killed in the accident which occurred on a clear day at 9:08 a.m.

The station resumed broadcasting four days later from the site of its old 1,000-foot tower. It moved back to its regular facility four months later, on June 28, 1968, on completion of the rebuilt 2,000-foot tower.

North Dakota Broadcasting is asking for \$349,560 in damages as a result of the accident, according to John W. Boler, president and principal stockholder of the company. This includes not only out-of-pocket expenditures (moving to temporary quarters and back again as well as sums spent in rebuilding that were not covered by insurance), but also canceled contracts and network, national spot and local business that failed to materialize during the station's enforced four-month

temporary operation.

Part of the losses in revenues is calculated, Mr. Boler said, on the fact that KXJB-TV was due to receive a rate increase from its network (CBS) following the February-March sweep by the American Research Bureau. That survey began on the very day the accident occurred, resulting in no audience for the eight days the station was off the air, and a heavily diminished audience during the four months of temporary operations, according to Mr. Boler.

The claim was filed with the Navy Department on July 22, 1969. Aside from a few informal meetings with Navy Department lawyers, no action has been taken by the government on the claim.

North Dakota Broadcasting is also the owner of KXMB-TV Bismarck, N. D., and KXAB-TV Aberdeen, S. D.

## Midcontinent denies concealment charge

Midcontinent Broadcasting Co. last week rejected charges that it purposefully failed to disclose the full extent of its CATV interests in FCC ownership reports and renewal applications for KDLO-TV Florence, S. D., and its other South Dakota radio-TV stations.

Last month TV Signal Co. of Aberdeen asked the FCC to revoke KDLO-

spectrum utilization.

These groups said they will be present at oral argument Jan. 22-23: ABC, U.S. Communications Corp.; Plains Television Corp.; Forward Television Inc.; Winnebago Television Corp.; National Association of Broadcasters; AT&T; National Association of Manufacturers; General Electric Co.; Association of Maximum Service Telecasters; American Newspaper Publishers Association; Communications Industries Inc.; land-mobile communications section of industrial electronics division and consumer products division of Electronic Industries Association; Special Industrial Radio Service Association; mobile radio department of General Electric Co.; National Association of Business and Educational Radio Inc.; Aeronautical Radio Inc.; central committee on communications facilities of The American Petroleum Institute, and Associated Public Safety Communications Officers Inc.

TV's license on the ground that it deceived the commission, suggesting that had the commission been aware of Midcontinent's "vast cable-TV interests" at the time of its most recent renewals, it may have set KDLO-TV's license renewal for hearing (BROADCASTING, Dec. 1, 1969).

Midcontinent and TV Signal Co. both hold CATV franchises in Aberdeen.

Midcontinent told the FCC that prior to Jan. 2, 1968, it had an interest in only a single operating cable system, serving Lead-Deadwood, S. D. The licensee said that the remainder of its CATV interests were, as of the date KDLO-TV's renewal application was acted upon, "mere non-exclusive ordinances" and not operating systems or systems under construction.

Conceding that it erred in failing to include the Lead-Deadwood system as a "business" on FCC forms, Midcontinent maintained that "with approximately 125 subscribers [in late 1967] it barely qualified as a 'jurisdictional' system" under the commission's rules. It said the system had since been completely rebuilt and expanded.

Included with Midcontinent's reply to TV Signal Co.'s allegations was a detailed listing of its CATV interests. The licensee pointed out that the interests had been disclosed to the commission on several occasions in connection with other matters, such as a 1967 FCC inquiry into CATV ownership patterns.

Responding to allegations of concentration of mass media control, Midcontinent said its stations "do not pose any threat of concentration of control inimical to the public interest and indeed have a distinguished record of service to the public." It observed that the Lead-Deadwood system was "far removed" from its radio-TV markets.

Charging TV Signal Co. with a "campaign of continual harassment," Midcontinent said the company's suggestion that Midcontinent's decision not to treat the Lead-Deadwood system as a business "represents either a willful or repeated violation of FCC rules, or a calculated effort to deceive the commission, is patently frivolous."

## FCC holds up grant to Michigan Bell

The FCC, on a request by Poole Broadcasting Co., licensee of WJRT-TV Flint, Mich., has granted a stay of its Nov. 10, 1969, order granting construction authorization to Michigan Bell Telephone Co.

Last week's action forbids CATV carriage of Detroit-Windsor signals in areas not presently served in the vicinity of Flint, until after review by the U.S. Court of Appeals for the District of Columbia.

The partial stay was needed, the com-

## 22 groups will debate land-mobile claims

As of last Tuesday (Dec. 30, 1969), some 22 groups had filed notices of appearances at oral argument scheduled for Jan. 22-23 on the FCC's proposal to open the UHF portion of the spectrum to land-mobile radio users.

A request by the National Association of Broadcasters for postponement of argument was denied last week by the commission on the grounds that it would be difficult to reschedule the proceeding at any other time in the near future.

Also last week the commission denied an extension of time requested by the central committee on communication facilities of the American Petroleum Institute and the Land Mobile Communications Counsel for commenting on the FCC-sponsored Stanford Research Institute study of land-mobile

mission said, to give the court time to pass upon the matters on appeal before a substantial change in circumstances occurs. At issue are Michigan Bell's plans to turn the next segment of the Flint system over to Wonderland Ventures Inc. by Jan. 23.

"It is apparent," the commission added, "that Michigan Bell and Wonderland will institute expanded service as soon as possible . . ." and "disruption of newly instituted service would be required" if the order were not conditioned for review purposes.

Poole Broadcasting objected to carriage of the signals of Detroit-Windsor stations in and around Flint and appealed the commission's Nov. 10 order granting the certificate authorizing construction. Poole asked the commission to stay its order pending the outcome of the appeal and argued that implementation of the planned CATV expansion would deprive the courts of an opportunity to pass on whether or not unrestricted carriage of the Detroit-Windsor signals would serve the public interest.

Poole said that if the court found that the public interest would not be served, service instituted by Wonderland after Nov. 10 would have to be withdrawn, resulting in disrupted service. The Detroit-Windsor stations place a predicted Grade B or better signal over the area of Flint.

## Johnson advocates a range of restraints

The antitrust laws may be adequate for dealing with economic-based problems in broadcasting, as in other areas of commerce, but not for creating a climate in which creativity and diversity of voices can flourish. A variety of "instruments of reform" are needed to accomplish that.

FCC Commissioner Nicholas Johnson delivered that message last week in a 73-page paper presented at a Trade Regulation Roundtable, at the Association of American Law Schools' annual convention in San Francisco.

The commissioner, a frequent and caustic critic of television, ticked off the factors he sees inhibiting true creativity—among them, the "frustration" of writers whose "most creative work" never gets on television; the "excessive orthodoxy" of networks in their alleged refusal to buy "controversial scripts" and their "excessive control" over the creative process; and "the extremely narrow" range of views expressed on television.

For Commissioner Johnson, television should reflect six "content-neutral values"—creativity, diversity, flexibility, competition, individual participation

and prevention of excessive power.

He feels antitrust laws alone are inadequate to provide the industry structure that would permit those values to be achieved. One reason, simply, is the difficulty in applying the antitrust laws to existing media concentrations. Another is the problem in defining the relevant "product"—"it does not seem desirable to limit the level of permissible First Amendment diversity of thought and expression to the standards of the advertising market."

He said the commission's own multiple-ownership rules do not appear adequate, even though "their enforcement has been less than enthusiastic." But he noted that the commission is considering a number of rulemaking proposals he feels may be of some aid—one to bar owners of a full-time station from acquiring another in the same market, another to limit cross ownership of CATV systems by persons with other media holdings, and two others to limit network domination of the prime-time television-program market. In addition, the commission is studying conglomerate ownership of broadcast properties.

He also pointed to legal and technological developments leading to greater individual access to television. One was the Supreme Court's decision upholding the commission's fairness doctrine that requires broadcasters to discuss controversial issues and to present all sides of them.

He also discussed the "innovations" in CATV which "offer a potentially unlimited number of channels into the home." He said that "ultimately," CATV systems may be required to hold open channels on a common-carrier basis to paying customers—and to reserve some free channels for persons unable to pay and who do not intend to advertise.

## Communications law firm goes its separate ways

The Washington law firm of Scharfeld, Bechhoefer, Baron, Finkelstein & Firestone, some members of which have long been associated with communications law, was dissolved Jan. 1. Last week its members announced new associations.

Bernard G. Bechhoefer said he will establish a general practice and specialize in atomic energy-related law.

Theodore Baron, senior specialist in communications law, will continue his communications practice.

Michael Finkelstein and Martin E. Firestone will continue the practice of law as the firm of Finkelstein & Firestone in association with Martin A. Blumenthal, formerly an attorney with the FCC. Mr. Bechhoefer will be re-

tained as counsel to the firm. All will have offices at 1725 K Street N.W. Mr. Bechhoefer also will be counsel to Mr. Baron.

Arthur W. Scharfeld, who was a pioneer in communications law and first general counsel of the old Federal Radio Commission, died Aug. 15, 1966. He with Messrs. Bechhoefer and Baron founded the firm that has been dissolved.

## Another round for WLBT(TV)

### Lamar Life argues FCC should hold hearing on its renewal application

Lamar Life Broadcasting Co., late licensee and temporary operator of WLBT(TV) Jackson, Miss., charged last week that the FCC had "unlawfully terminated its statutory right . . . to continue to operate channel 3 as a 'hold-over' licensee . . ."

Lamar asked the commission to reconsider its requirement that it file a new application for a construction permit to operate the channel. It asked that it be allowed instead to file an amendment to its renewal application and that the commission go forward with a hearing to determine whether the public interest will best be served by renewal of Lamar's license or by the grant of a new application.

Last month the commission vacated its June 28, 1969, grant of the station's renewal to Lamar and invited other applicants to file for the facility (BROADCASTING, Dec. 8, 1969). The action was in response to a ruling of the U.S. Court of Appeals in Washington, which rebuked the commission for its handling of the case and overturned its renewal of WLBT's license.

The commission said Lamar could continue to operate the station pending the setting up of an interim operation. And Lamar will be permitted to file a new application for the channel, in accord with the court's order.

In requesting reconsideration of the commission's "unlawful and unprecedented action," Lamar pointed to Section 307(d) of the Communications Act, which deals with license renewals. The section reads in part: ". . . Pending any hearing and final decision on such an [renewal] application and the disposition of any petition for rehearing pursuant to Section 405, the commission shall continue such license in effect."

Until a final "public-interest determination" is made concerning control of WLBT, Lamar told the commission, the

"mandate of Congress in Section 307-(d) requires that Lamar continue in operation of channel 3."

Referring to a clarifying statement on the appeals-court decision issued by Judges Carl McGowan and Edward Allen Tamm, Lamar said the court had assured the commission that it—and not the court—was to make a public-interest determination as to whether Lamar's license should be renewed.

"The court did not direct or suggest that the commission deny or ignore Lamar's pending renewal application or its right to continue to operate . . . until its pending renewal application is finally determined to be taken from it," Lamar said, adding that the court had taken note of the commission's general counsel's argument that Lamar was entitled to have its license continued in effect pending final determination of its renewal application.

"Despite this clarification of the court's position," Lamar said, "the commission order of Dec. 5 ignores Lamar's statutory rights and, in effect, denies its renewal application without hearing."

Lamar argued that that the court had recognized its status as a "holdover licensee" [albeit a licensee "in name only"] in urging the commission to get on with a new hearing in which its renewal application would be compared with applications filed by new parties.

One such application is now on file with the commission, that of Civic Communications Corp., a group of racially integrated Mississippi residents.

Alleged instances of racial discrimination and violations of fairness-doctrine requirements leveled by groups backed by the United Church of Christ led to WLBT's renewal being challenged.

The commission, instead of setting the renewal for hearing, approved a

one-year license. The groups appealed their denial of standing as parties in interest and won a benchmark victory when the Washington appeals court directed the commission to hold a hearing. After the commission granted a three-year renewal, the groups again appealed and again emerged victorious when the court overturned the full renewal.

## Basic Communications looks ahead to 1970

Country music is big business for group-owner Basic Communications Inc., New York, and 1970 holds promise for the company to become even bigger in the field.

According to Emil Mogul, the company's president, Basic Communications, which for the past few years has been hatching plans for diverse activities but with a base of country music originating in Wheeling, W. Va., will move ahead in 1970 toward creating one of the largest such entertainment complexes in the U. S.

Mr. Mogul outlined the group owner's plans at a year-end luncheon held in New York last week for the stations' sales representatives (Robert Eastman Co. and McGovern-Guild-PGW Radio), the stations' associates and their financial backers.

Basic Communications last September merged with Medical Investment Corp., a Minneapolis-based diversified communications, entertainment and marketing-services complex, in an agreement involving cash and stock valued at \$6,850,000 (BROADCASTING, Sept. 29, 1969), subject to FCC approval. Its stations are WIGO(AM) Atlanta; WYDE(AM) Birmingham, Ala., and WWVA-AM-FM Wheeling, W. Va. The Wheeling stations

produce and stage the 35-year old WWVA *Jamboree* (to become *Jamboree, U.S.A.*).

In the merger agreement with Medical Investment, Mr. Mogul will become a senior vice president of the parent firm and continue to operate Basic Communications which reported revenues in 1968 of over \$2 million.

Mr. Mogul said that among the plans in Wheeling are the testing of a second *Jamboree* show, which if it succeeds, will become a regular Friday night feature on WWVA; the construction of modern recording studios in the new WWVA building—"we might also go into producing cassettes and eight tracks"; the establishment of a talent agency to book shows for appearances on *Jamboree* and elsewhere in the U. S.; a talent management agency to both develop and manage talent in the country-music field, and syndication of shows for radio and TV.

Once the FCC approves the merger of Basic Communications with the Medical Investment complex, Mr. Mogul said the group owner plans to add "four more AM stations in the top-25 markets."

## Media notes:

**New Year's relocation** ■ The law offices of Harry P. Warner have moved to Century City-Suite 2440, 1990 Avenue of the Stars, Los Angeles 90067.

**Knick's network** ■ TNC Networks, a division of Trans-National Communications, New York, has announced the formation of the New York Knickerbockers Radio Network. Comprised of 40 stations and markets in five states of the northeast, the network is the largest in professional basketball. Formed in conjunction with Madison Square Garden Inc., the network is sponsored by Schaeffer beer and Mobile gasoline.

## Programming

### Copyright approvals given Idaho CATV

#### Coeur d'Alene system's retransmission consents may test FCC proposals

A CATV company planning to build a system in Coeur d'Alene, Idaho, would like to do its bit to help the FCC obtain information on how its proposed retransmission-consent rules would work in practice. It's uncertain, however, whether the commission will accept the offer, or how much it would

learn if it does.

The company, Coeur d'Alene Cablevision Inc., has not only obtained retransmission permission from the distant stations whose signals it wants to import—KGVO-TV Missoula, Mont., and KLEW-TV Lewiston, Idaho—it has obtained permission from the copyright owners of seven of the programs it proposes to transmit.

Coeur d'Alene thus is believed to be the only CATV system to have submitted proof of retransmission consent from copyright owners in seeking permission to import distant signals into major markets—in this case, Spokane, which is ranked 76th.

The commission proposed its retransmission-consent rules as part of its

over-all CATV rulemaking on Dec. 13, 1968. At the same time, it said it would waive its present rules barring the importation of distant signals without a hearing to permit "some" tests of its proposal.

It subsequently made clear it would require program-by-program clearance and that it was interested in cases in which systems would obtain consent from owners of the programs—not only the distant stations themselves—since the purpose of the proposed rules was to put CATV systems on the same footing as stations in competing for programming.

To date, the commission has sanctioned only one experiment, by Top Vision Cable Co., in Owensboro, Ky.,



last August. And that system had submitted retransmission consents only from the distant stations for locally produced programming it planned to import.

Coeur d'Alene provided proof of consent from copyright owners after two stations in its market—KREM-TV and KXLY-TV—had opposed its petition for waiver of the present distant signal rule and KREM-TV noted that the CATV system had obtained only retransmission consent for locally produced distant programming.

Although Coeur d'Alene has made a stronger showing than Top Vision, in obtaining retransmission-consents from copyright owners, there is no certainty the commission will be persuaded to grant its waiver request. One problem could be the company's failure thus far to report an agreement that would indicate it is truly competing with stations for programming.

Of the seven consents obtained, only one involves the payment of a fee—\$15 per episode, to the producers of *Northwest Traveler* and *The Traveler*. And only one of the others is a nonreligious program—Bing Crosby Productions' *Championship Bowling 'O' Series*, for 26 weeks beginning Sept. 9.

In all, Coeur d'Alene contracted more than 30 copyright owners, and it hopes to report additional consents. But there have been some refusals. The company noted that MCA-TV, for instance, refused permission for retransmission of *McHale's Navy*.

## Ad lib appeals censored on Griffin

Merv Griffin was more surprised than disturbed over the censoring by CBS of a "Mail Appeal for Peace" made by actress Elke Sommer on his network show Dec. 29, 1969.

The appeal was made by Miss Sommer on behalf of "People for Peace," described by Mr. Griffin as a "nonpartisan organization made up of celebrities." In the appeal, Miss Sommer urged viewers to send cards and other greetings to Mrs. Martin Luther King Jr., calling for an end to violence and for peace. Mrs. King is planning to take cards and letters to President Nixon.

"I couldn't believe my ears," Mr. Griffin said, recalling his reaction when he was told about the deletions. A week earlier, on Christmas day, a similar appeal by comedienne Carol Burnett also was cut by network officials.

"There was no forewarning," Mr. Griffin complained, last Tuesday (Dec. 30), indicating that the network had the tapes of both shows five or six days ahead of time and there was plenty of time to notify him of any changes.

But, he added: "I understand their

[network] position. There are so many organizations, you'd have to dig way back into their backgrounds to be sure about what you were promoting."

CBS issued a formal statement reaffirming its policy: "We are sorry we found it necessary last week to edit from a *Merv Griffin Show* some of the remarks of Carol Burnett, one of the greatest stars of the CBS family. Unfortunately, we had no alternative, since long-established network policy prohibits appeals for active support for any cause without prior consultation with the networks." Network officials said this, naturally, also applied to Miss Sommer's appearance.

## UHF pays \$1 million for MCA film package

In what is believed to be the largest feature-film purchase by a UHF station, WPHL-TV Philadelphia has bought MCA TV's "Universal 53" package of motion pictures, according to a joint announcement today (Jan. 5) by the station and the distributor. Though the price was not divulged, it is estimated to run in excess of \$1 million.

The 53 features, the large majority of which were produced after 1965, include such titles as "Torn Curtain," with Paul Newman and Julie Andrews; "Boom," with Elizabeth Taylor and Richard Burton; "The War Wagon," with John Wayne and Kirk Douglas; "Ballad of Josie," with Doris Day; "Psycho," with Anthony Perkins; "Angel in My Pocket," with Andy Griffith; "Madigan," with Richard Widmark and Henry Fonda, and "Death of a Gunfighter," with Lena Horne and Richard Widmark.

Len Stevans, vice president, operations, U.S. Communications Corp., said the films will be slotted in the company-owned UHF station's 9 p.m. and 11:30 p.m. nightly movie slots. Keith Godfrey, vice president of sales for MCA TV, observed that such recently released films traditionally have been bought in major markets by VHF outlets.

## WB orbits Starlite 3 and 4

Warner Bros. Television is placing into syndication two packages of re-run feature films under the titles of "Starlite 3" and "Starlite 4," it was announced last week by Charles D. McGregor, executive vice president in charge of worldwide television distribution. Among the features are "Captain Horatio Hornblower," with Gregory Peck; "East of Eden," with James Dean, Julie Harris and Burl Ives; "I Confess," with Montgomery Clift and Anne Baxter; "The Searchers" with John Wayne, and "Mr. Roberts," with James Cagney and Jack Lemmon.

## Cavett holds his own in New York Nielsens

ABC-TV's Dick Cavett returned as a late-night talk show host last Monday (Dec. 29, 1969) and in the New York Nielsen succeeded in equaling CBS-TV's *Merv Griffin* audience share, but both lagged well behind NBC-TV's *Tonight Show Starring Johnny Carson*.

For the 11:30 p.m.-1 a.m. time period in New York, Mr. Carson averaged a 10.4 rating, 30 share, while the others each had an 11 share. Mr. Cavett had a 3.8 rating, and Mr. Griffin a 3.7. Joey Bishop, ABC's host until Nov. 26 (BROADCASTING, Dec. 1, 1969), usually had a New York rating of around 2 with an 8 share, and Mr. Griffin was averaging about 4.5 with a 19 share. Mr. Carson's rating Dec. 29 was about three points higher than his average, although the share was about the same. Guests on NBC-TV that night included New York Mayor John V. Lindsay and comedian Alan King.

On a national level, ratings will not be available for another week. *The Joey Bishop Show* had been averaging around a 14 share, cleared by around 121 stations. The clearances on the *Dick Cavett Show* are about the same. Over 200 stations clear *The Tonight Show* and over 150 carry *Merv Griffin*.



World's Finest  
Tape Cartridge System  
**CRITERION**

World's Largest Selling  
Tape Cartridge System  
**CRITERION**

World's Most Reliable  
Tape Cartridge System  
**CRITERION**

Available for prompt  
shipment. Order today.  
Call (217) 222-8200.

**HARRIS**  
**INTERTYPE**  
**CORPORATION**

**GATES**  
A DIVISION OF HARRIS-INTERTYPE  
123 Hampshire St., Quincy, Ill. 62301

# TV network showsheets: 1st-quarter schedules

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective; R, repeat. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

## Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Dudley Do-Right*, part.  
CBS-TV 8:30-9 *Sunrise Semester*, part.; 9:30-9:30 *Tom & Jerry*, part.; 9:30-10 *The Batman Show*, part.  
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10-10:30 *Fantastic Voyage*, part.; 10:30-11 *The Fantastic Four*, part.; 11-11:30 *Bullwinkle*, part.; 11:30-12 *Discovery '70*, part.  
CBS-TV 10-10:30 *Lamp Unto my Feet*, part.; 10:30-11 *Look Up and Live*, part.; 11-11:30 *Camera Three*, part.; 11:30-12 *Face the Nation*, part.  
NBC-TV No network service.

## Sunday afternoon-evening

Noon-1 p.m.

ABC-TV No network service.  
CBS-TV 12-12:30 *Face the Nation*, part. (2d feed); *National Hockey League*, part. (various times).  
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.  
CBS-TV Hockey, cont.  
NBC-TV 1-1:30 *Meet the Press*, Allstate, part.; 1:30-2 *Guideline*, sust.

2-5 p.m.

ABC-TV No network service.  
CBS-TV Hockey, cont.; 4:30-5 *Jean Claude Kilby*, part.  
NBC-TV No network service.

5-6 p.m.

ABC-TV No network service.  
CBS-TV 5-5:30 No network service; 5:30-6 *Ted Mack and the Original Amateur Hour*, part.  
NBC-TV No network service.

6-7 p.m.

ABC-TV No network service.  
CBS-TV No network service.  
NBC-TV 6-6:30 *The Frank McGee Report*, part.; 6:30-7 *G-E College Bowl*, General Electric.

7-8 p.m.

ABC-TV *Land of the Giants*, part.  
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *To Rome With Love*, part.  
NBC-TV 7-7:30 *Mutual of Omaha's Wild Kingdom*, Mutual of Omaha; 7:30-8:30 *The Wonderful World of Disney*, part.

8-9 p.m.

ABC-TV *The FBI*, Ford.  
CBS-TV *The Ed Sullivan Show*, part.  
NBC-TV 8-8:30 *Disney*, cont.; 8:30-9 *Bill Cosby*, part.

9-10 p.m.

ABC-TV *Sunday Night Movie*, part.  
CBS-TV *The Glen Campbell Goodtime Hour*, part.  
NBC-TV *Bonanza*, part.

10-11 p.m.

ABC-TV *Movie*, cont.  
CBS-TV *Mission: Impossible*, part.  
NBC-TV *The Bold Ones*, part.

11-11:15 p.m.

ABC-TV No network service.  
CBS-TV *CBS Sunday News With Harry Reasoner*, part.  
NBC-TV No network service.

## Monday-Friday

7-10 a.m.

ABC-TV No network service.  
CBS-TV 7-8 *CBS Morning News With Joseph Bent*, part. (2d feed); 8-9 *Captain Kangaroo*, part. (2d feed); 9-10 No network service.  
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 p.m.

ABC-TV No network service.  
CBS-TV 10-10:30 *The Lucy Show*, part.; 10:30-11 *The Beverly Hillbillies*, part.  
NBC-TV 10-10:25 *It Takes Two*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11 a.m.-noon

ABC-TV No network service.  
CBS-TV 11-11:30 *The Andy Griffith Show*, part.; 11:30-12 *Love of Life*, part.  
NBC-TV 11-11:30 *Sale of the Century*, part.; 11:30-12 *The Hollywood Squares*, part.

Noon-1p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *That Girl*, part.  
CBS-TV 12-12:25 *Where the Heart Is*, part.; 12:25-12:30 *CBS Midday News*, part.; 12:30-1 *Search for Tomorrow*, Procter and Gamble.  
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *The Who, What, Where Game*, part.; 12:55-1 *News*, part.

1-2 p.m.

ABC-TV 1-1:30 *All My Children*, part.; 1:30-2 *Let's Make a Deal*, part.  
CBS-TV 1-1:30 *Sunrise Semester*, part.; 1:30-2 *As the World Turns*, part.  
NBC-TV 1-1:30 No network service; 1:30-2 *Life with Linkletter*, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *Dating Game*, part.  
CBS-TV 2-2:30 *Love is a Many Splendored Thing*, part.; 2:30-3 *The Guiding Light*, Procter and Gamble.  
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *One Life to Live*, part.  
CBS-TV 3-3:30 *The Secret Storm*, part.; 3:30-4 *The Edge of Night*, part.  
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *Bright Promise*, part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 No network service.

CBS-TV 4-4:30 *Gomer Pyle—USMC*, part.; 4:30-5 No network service.  
NBC-TV 4-4:30 *Name Droppers*, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 *ABC Evening News with Frank Reynolds*, part. (3 feeds).  
CBS-TV 5-7 No network service; 7-7:30 *CBS Evening News with Walter Cronkite*, part.  
NBC-TV 5-6:30 No network service; 6:30-7:30 *The Huntley-Brinkley Report*, part. (2 feeds).

11-1 a.m.

ABC-TV 11-11:30 No network service; 11:30-1 a.m. *The Dick Cavett Show*, part.  
CBS-TV 11-11:30 No network service; 11:30-1 a.m. *The Merv Griffin Show*, part.  
NBC-TV 11-11:30 No network service; 11:30-1 a.m. *The Tonight Show Starring Johnny Carson*, part.

## Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:15 *Music Scene*, part.; 8:15-9 *New People*, part.; 7:30-8:30 *It Takes a Thief*, part. (eff. 1/19); 8:30-11 *ABC Monday Night Movie*, part. (eff. 1/19).  
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *Here's Lucy*, part.  
NBC-TV 7:30-8 *My World and Welcome to It*, part.; 8-9 *Rowan & Martin's Laugh-In*, part.

9-10 p.m.

ABC-TV *Survivors*, part.; *Movie*, cont. (eff. 1/19).  
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.; 9:30-10 *The Doris Day Show*, part.  
NBC-TV 9-11 *Monday Night at the Movies*, part.

10-11 p.m.

ABC-TV *Love American Style*, part.; *Movie*, cont. (eff. 1/19).  
CBS-TV *The Carol Burnett Show*, part.  
NBC-TV *Movie*, cont.

## Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Mod Squad*, part.; 8:30-10 *Movie of the Week*, part.  
CBS-TV 7:30-8:30 *Lancer*, part.; 8:30-9:30 *The Red Skelton Hour*, part.  
NBC-TV 7:30-8 *Jeannie*, part.; 8-8:30 *Debbie Reynolds Show*, part.; 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV *Movie*, cont.  
CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10 *The Governor and J.J.*, part.  
NBC-TV 9-11 *Tuesday Night at the Movies*, part.

10-11 p.m.

ABC-TV *Marcus Welby, M.D.*, part.  
CBS-TV 10 *Minutes/CBS News Hour*, part.  
NBC-TV *Movie*, cont.

## Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Flying Nun*, part. (eff. 1/21 *Nanny and the Professor*, part.); 8-8:30 *The Courtship of Eddie's Father*, part.; 8:30-9 *Room 222*, part.  
CBS-TV 7:30-8:30 *See-Haw*, part.; 8:30-9 *The Beverly Hillbillies*, part.  
NBC-TV 7:30-9 *The Virginian*, part.

9-10 p.m.

ABC-TV *Wednesday Night Movie*, part. (eff. 1/21 *Johnny Cash Show*, part.)  
CBS-TV *Medical Center*, part.  
NBC-TV *Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Movie*, cont. (eff. 1/21 *Englebert Humperdinck Show*, part.)  
CBS-TV *Hawaii Five-O*, part.  
NBC-TV *Then Came Bronson*, part.

## Thursday evening

7:30-9 p.m.

ABC-TV *The Ghost and Mrs. Muir*, part. (eff. 1/22 *Pat Paulsen*, part.); 8-8:30 *That Girl*, part.; 8:30-9 *Bewitched*, part.  
CBS-TV 7:30-8 *Family Affair*, part.; 8-9 *The Jim Nabors Hour*, part.  
NBC-TV 7:30-8:30 *Daniel Boone*, part. 8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV *This is Tom Jones*, part.  
CBS-TV 9-11 *CBS Thursday Night Movie*, part.  
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Dragnet*, part.

10-11 p.m.

ABC-TV *It Takes a Thief* (eff. 1/19 *Paris 7,000*)  
CBS-TV *Movie*, cont.  
NBC-TV *The Dean Martin Show*, part.

## Friday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Let's Make a Deal*, part. (eff. 1/23 *Flying Nun*, part.); 8-8:30 *The Brady Bunch*, part.; 8:30-9 *Mr. Deeds Goes To Town*, part. (eff. 1/23 *The Ghost and Mrs. Muir*, part.)  
CBS-TV 7:30-8 *Get Smart*, part.; 8-8:30 *The Good Guys*, part. (eff. 1/30 *The Tim Conway Show*, part.); 8:30-9 *Hogan's Heroes*, part.  
NBC-TV 7:30-8:30 *High Chaparral*, part.; 8:30-10 *The Name of the Game*, part.

9-10 p.m.

ABC-TV *Here Come the Brides*, part.  
CBS-TV *CBS Friday Night Movie*, part.  
NBC-TV *Name of the Game*, cont.

10-11 p.m.

ABC-TV *Jimmy Durante Presents The Lennon Sisters*, part. (eff. 1/23 *Love American Style*)  
CBS-TV *Movie*, cont.  
NBC-TV *Bracken's World*, part.

## Saturday

8-10 a.m.

ABC-TV 8-8:30 *Adventures of Gulliver*, part.; 8:30-9 *Smokey Bear Show*, part.; 9-10 *Caitanooga Cats*, part.  
CBS-TV 8-8:30 *The Jetsons*, part.; 8:30-9:30 *The Bugs Bunny/Road Runner Hour*, part.; 9:30-10 *Dastardly & Muttley in Their Flying Machines*, part.  
NBC-TV 8-9 *Heckle and Jeckle Show*, part.; 9-9:30 *Here Comes the Grump*, part.; 9:30-10 *The Pink Panther Show*, part.

10-11 a.m.

ABC-TV 10-10:30 *Hot Wheels*, part.; 10:30-11 *Hardy Boys*, part.  
CBS-TV 10-10:30 *The Perils of Penelope Pitstop*, part.; 10:30-11 *Scooby-Doo, Where are You!*, part.  
NBC-TV 10-10:30 *H.R. Pufnstuf*, Hasbro.; 10:30-11:30 *The Banana Splits Adventure Hour*, Kellogg.

11 a.m.-noon

ABC-TV 11-11:30 *Sky Hawks*, part.; 11:30-12 *George of the Jungle*, part.  
CBS-TV *The Archie Comedy Hour*, part.  
NBC-TV 11-11:30 *Banana Splits*, cont.; 11:30-12 *The Flintstones*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Get it Together*, part.; 12:30-1:30 *American Bandstand*, part.  
CBS-TV 12-12:30 *The Monkees*, part.; 12:30-1 *Wacky Races*, part.  
NBC-TV 12-12:30 *Jambo*, part.; 12:30-1 *Underdog*, part.

1-2 p.m.

ABC-TV 1-1:30 *American Bandstand*, cont.; 1:30-3:30 Various sporting events.  
CBS-TV 1-1:30 *Superman*, part.; 1:30-2 *Johnny Quest*, part.  
NBC-TV No network service.

2-5 p.m.

ABC-TV Sporting events, cont.; 3:30-5 *Pro Bowlers' Tour*.  
CBS-TV 2-4 No network service; 4-5 *CBS Golf Classic*, part.  
NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.; 6:30-7:30 No network service.  
CBS-TV 5-6:30 No network service; 6:30-7:30 *CBS Evening News with Roger Mudd*, part. (two feeds).  
NBC-TV 5-6:30 No network service; 6:30-7:30 *The Huntley-Brinkley Report*, part. (two feeds).

7:30-9 p.m.

ABC-TV 7:30-8 *Let's Make a Deal*, part.; 8-8:30 *Newlywed Game*, part.; 8:30-9:30 *Lawrence Welk*, part.  
CBS-TV 7:30-8:30 *The Jackie Gleason Show*, part.; 8:30-9 *My Three Sons*, part.  
NBC-TV 7:30-8:30 *Andy Williams*, part.; 8:30-9 *Adam-12*, part.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.; 9:30-

10:30 *Hollywood Palace*, part. (eff. 2/14 *Jimmy Durante Presents the Lennon Sisters*, part.)  
CBS-TV 9-9:30 *Green Acres*, part.; 9:30-10 *Petticoat Junction*, part.  
NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service.  
CBS-TV *Mannix*, part.  
NBC-TV *Movies*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.  
CBS-TV No network service.  
NBC-TV *The Saturday Night Tonight Show Starring Johnny Carson*, part.

## Specials in the first quarter of 1970

ABC-TV

Jan. 8, 9-10 p.m. *A Last Laugh at the Sixties*. Bob Newhart.  
Jan. 8, 10-11 p.m. *Dinner at Howard K. Smith's*.  
Jan. 10, 4:30-7:30 p.m. *Hula Bowl*.  
Jan. 13, 7:30-8:30 p.m. *Golden Age of the Automobile*.  
Jan. 15, 7:30-8:30 p.m. *Jacques Cousteau, Night of the Squid*.  
Jan. 20, 8:30-11 p.m. *NBA All-Star Game*.  
Jan. 31, 6:30-7:30 p.m. *Andy Williams San Diego Open Golf Match*.  
Feb. 1, 5-7 p.m. *Andy Williams San Diego Open Golf Match*, cont.  
Feb. 4, 8:30-9 p.m. *Last of the Westerners*.  
Feb. 8, 7-8 p.m. *Jacques Cousteau, Return of the Sea Elephants*.  
Feb. 15, 1-1:55 p.m. *Directions, The Flat Boat Man*.  
March 10, 7:30-8:30 p.m. *Jacques Cousteau*,



## Format Sound

### CUSTOMIZED TOTAL STATION SOUND: \$300!

- AM-FM Stereo—Automated stations. New talk and news station idents and intros. Just developed: a 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.
- Write for our spot service information.
- Write for 22 minute demonstration.

LEVITT VENTURES 1033 GREEN ST  
SAN FRANCISCO CALIFORNIA 94133

*Those Incredible Diving Machines.*  
 March 12, 9-10 p.m. *Young Americans.*  
 March 15, 7-8 p.m. *Saga of the Iron Horse.*  
 March 20, 10-11 p.m. *Mission Possible: They Care for Their City.*  
 March 22, 4-6 p.m. *Jacksonville Open Golf Tournament.*  
 March 22, 8-9 p.m. *Lena and Me, Harry Belafonte and Lena Horne.*  
 March 28, 7:30-8:30 p.m. *Jacques Cousteau, The Call of the Deep.*

## CBS-TV

Jan. 24, 7:30-8:30 p.m. *The Globetrotters.*  
 Jan. 25, 4:30-5:30 p.m. *The Mirror and the Mirage.*  
 Jan. 28, 9-10 p.m. *Danny Thomas, Yesterday, Today & Tomorrow.*  
 Feb. 6, 10-11 p.m. *LBJ #2.*  
 Feb. 10, 7:30-8:30 p.m. *National Geographic #3: Wild River.*  
 Feb. 10, 9:30-11 p.m. *CBS Playhouse #3: The Day Before Sunday.*  
 Feb. 15, 7:30-8 p.m. *Charlie Brown #4: He's Your Dog, Charlie Brown (2d R).*  
 Feb. TBA, TBA *Anne Bancroft—TBA.*  
 Feb. 21, 5-6 p.m. *Fisherman's World.*  
 Feb. 24, 7:30-8:30 p.m. *On The Move* (title to be changed).  
 Feb. 26, 8-9 p.m. *The Don Adams Special—Hooray for Hollywood.*  
 March 8, 7-9 p.m. *Born Free.*  
 March 15, 1-3 p.m. *NIT Basketball.*  
 March 19, 7:30-8 p.m. *Horton Hears a Who.*  
 March 21, 1-3 p.m. *NIT Basketball.*  
 March 24, 10-11 p.m. *Tm Conway.*  
 March 29, 4:30-5:30 p.m. *Young People's Concert #2.*

## NBC-TV

Jan. 7, 10-11 p.m. *The West of Charles Russel.*  
 Jan. 9, 2 p.m.-concl. *Senior Bowl Game.*  
 Jan. 14, 7:30-8 p.m. *The Shameful Secrets of Hastings Corners.*  
 Jan. 14, 8-9 p.m. *Gene Kelly's Wonderful World of Girls.*  
 Jan. 14, 9-10 p.m. *Rowan and Martin Bites the Hand That Feeds Them.*  
 Jan. 15, 8:30-10 p.m. *Bob Hope Chrysler Show.*  
 Jan. 17, 2 p.m.-concl. *AFL All-Star Game.*  
 Jan. 23, 10-11 p.m. *Prudential's On Stage: Married Alive.*  
 Jan. 24, 6-7 p.m. *Bing Crosby Golf Tournament.*  
 Jan. 25, 4:30-6 p.m. *Bing Crosby Golf Tournament.*  
 Jan. 27, 7:30-8:30 p.m. *Ringling Bros. Barnum & Bailey Circus.*  
 Jan. 29, 7:30-8:30 p.m. *Lowell Thomas in New Guinea: Patrol Into the Unknown.*  
 Jan. 30, 7:30-8:30 p.m. *The World of the Beaver.*  
 Feb. 3, 9-11 p.m. *First Tuesday.*  
 Feb. 6, 8:30-10 p.m. *Hallmark Hall of Fame: A Storm in Summer.*  
 Feb. 7, 6-7 p.m. *Bob Hope Desert Classic.*  
 Feb. 8, 3:30-4:30 p.m. *1970 FIS World Skiing Championships.*  
 Feb. 8, 4:30-6 p.m. *Bob Hope Desert Classic.*  
 Feb. 11, 9-10 p.m. *Highlights of Ice Capades 1970.*  
 Feb. 13, 7:30-8:30 p.m. *The American Prairie.*  
 Feb. 14, 3:30-5 p.m. *1970 FIS World Skiing Championships.*  
 Feb. 15, 3:30-5 p.m. *1970 FIS World Skiing Championships.*  
 Feb. 16, 9-10 p.m. *Bob Hope Special.*  
 Feb. 16, 10-11 p.m. *Smothers Brothers.*  
 Feb. 17, 7:30-8:30 p.m. *G-E Monogram Series: The Man Hunters.*  
 Feb. 22, 4-5 p.m. *1970 FIS World Skiing Championships.*  
 Feb. 22, 10-11 p.m. *Perry Como Special.*  
 March 3, 9-11 p.m. *First Tuesday.*  
 March 7, 2-6 p.m. *NCAA Basketball Championships.*  
 March 13, 8:30-10 p.m. *Hallmark Hall of Fame: The First Easter.*  
 March 14, 2-6 p.m. *NCAA Basketball Championships.*  
 March 15, 4:30-5 p.m. *National Boating Tests.*  
 March 15, 8-10 p.m. *David Copperfield.*  
 March 18, 9-10 p.m. *Bob Hope Special.*  
 March 19, 7:30-9:30 p.m. *NCAA Basketball Championships.*  
 March 21, 2-6 p.m. *NCAA Basketball Championships.*  
 March 28, 11:30 a.m.-12:30 p.m. *American Rainbow: Hot Dog.*  
 March 28, 5-6 p.m. *National Airlines Golf Tournament.*  
 March 29, 5-6:30 p.m. *National Airlines Golf Tournament.*  
 March 31, 8:30-9 p.m. *Goldilocks.*

## Another group protests Agnew's media views

The Speech Association of America has "deplored" Vice President Agnew's attacks on the media, warning that his charges could have a "chilling effect on dissent."

The association, in a resolution adopted during its 55th annual meeting last week (Dec. 27-30) in New York, specifically blasted Mr. Agnew's criticisms of the media for allowing immediate commentary following President Nixon's Nov. 3, 1969, speech on Vietnam. That was the speech that triggered Mr. Agnew's assault.

Reminding its 8,000 members of President Nixon's earlier pledge, in a campaign speech Sept. 19, 1968, that "we should bring dissenters into our policy decisions, not freeze them out," the association said it "objects to the view . . . that it was somehow inappropriate for the media to allow immediate critical commentary on that (Nov. 3) speech by others."

The association also endorsed the FCC view, as expressed in a letter by Chairman Dean Burch two weeks after the President's Vietnam speech, that the FCC "cannot properly investigate to determine whether an account or analysis of a news commentator is 'biased' or 'true,' and that no government agency can authenticate the news, or should try to do so. . . ."

During the convention, Lee Huebner, a White House assistant, charged the networks with "overreacting" to Mr. Agnew's complaints. "I see no sign of anybody anywhere planning to follow up with any kind of coercive action," Mr. Huebner said. The speech was "not as important as the media made out,"



Mr. Salant

he said.

CBS News President Richard S. Salant disagreed, noting that a number of stations had been frightened by Mr. Agnew's reminder that they were federally licensed. "One station said it was going to black out our analysis following the President's speeches; others, less candid, would just do it without saying," said Mr. Salant.

The Speech Association of America with headquarters in New York is concerned with the study and teaching of speech and its techniques and research in the arts and sciences related to speech.

## Comedy veterans form TV production firm

Allan Sandler, president of Sandler Films Inc., Hollywood-based television commercial production company, has joined Mike Marmer and Stan Burns, both of whom are veteran television comedy producers and writers, in forming a new production company, Sandler Burns Marmer Productions. The new Los Angeles-based firm plans to be involved in all phases of film-making.

Sandler Burns Marmer report eight properties under current consideration, four of which are being developed. Television production is heavy in this schedule. Actual production of television is scheduled to start about mid-January.

The concept of the new three-way association is to have the firm do all creative and business management, including property development, inside its own organization.

## Concept Films to probe key community issues

Social documentaries that focus on critical issues of today will be the backbone of programming to be produced by Concept Films, Philadelphia, a recently formed production organization.

Concept's initial effort is a series of six half-hour community-oriented programs to be sponsored by the Philadelphia Gas Works on WPHL-TV Philadelphia (ch. 17) over the next few months. The agency is Kalish, Shapiro, Walpert & Ringold Inc., Philadelphia.

Each documentary in the series will be telecast twice over WPHL-TV. The first production will deal with the six Philadelphia high school seniors (all black) who explore the institutions, family life and values of white residents in a nearby suburb.

Concept Films was formed several months ago. Its president is William Connell, who was a top aide to former Vice President Hubert Humphrey for 14 years. Joe Phipps, formerly director of news and documentaries for WFIL-TV

Philadelphia, is vice president and general manager. Concept headquarters is at 101 N. 33rd Street, Philadelphia 19104.

"We plan to concentrate on documentaries that explore 'inner city' problems and developments," Mr. Phipps stated. "We feel there is acceptance for this type of programming from both audiences and advertisers and we are devising programs now beyond our series for the Philadelphia Gas Works."

## State Department offers background briefing

Broadcasters will get another opportunity this year to hear high-level officers of the State Department discuss U. S. foreign policies and the thinking behind those policies when the State Department conducts its foreign policy conference for editors and broadcasters Thursday, Jan. 15, in Washington.

The one-day program, to be held at the Department of State in Washington, will be on a background-only basis. Information presented at the sessions may be used, but not attributed to the speaker or his agency by name. Accordingly, tape recorders and cameras will not be permitted to record the conference.

Further information may be obtained from the Office of Public Services, U. S. Department of State, Room 5829, Washington 20520. Telephone: (202) 632-2732.

## Program notes:

**Eternal gap** ■ A 90-minute drama highlighting the generation gap between youths and adults in Judea at the time of Christ, "Neither Are We Enemies," will be the Easter season *Hallmark Hall Of Fame* program to be carried on NBC-TV on March 13 (8:30-10 p.m.). Sponsored by Hallmark Cards Inc., Kansas City, Mo., through Foote, Cone & Belding, New York-Chicago, the program will feature Van Heflin and Ed Begley.

**Another for "52"** ■ As part of Westinghouse Broadcasting Co.'s *Spectrum 52* series of specials, WBC's television stations will broadcast a one-hour documentary, *Assignment In Vietnam* during the week of Feb. 9. Gary Watson narrates with Richard Taylor directing.

## Graham Junior College

RADIO AND TELEVISION BROADCASTING  
Learn by doing. Two Year Work-Study Degree Programs in Radio and Television Broadcasting and Management. Radio & TV Communications. Liberal Arts. Professional training on School Station WOSB and WOSB-TV. Activities. Placement. Dormitories. Co-Ed. Catalog. Write Mr. Roberts.

Graham Junior College  
(Founded as Cambridge School)

632 Beacon St., Boston, Mass. 02215

## Threat to newspapers by cable?

### That's what ANPA sees in FCC's order regulating programs originated by CATV

The American Newspaper Publishers Association told the FCC last week that its order requiring CATV systems to originate programming confronts the press with a "choice between the rock and the whirlpool."

The ANPA put the alternatives as those of "either being denied access to a cable facility for newspaper services; or, accepting FCC-imposed conditions applicable to television broadcasting."

ANPA's remarks were contained in a memorandum to the FCC supplementing a petition submitted last November (BROADCASTING, Dec. 1, 1969). ANPA then voiced concern that the commission's Oct. 24 order would impair freedom of the press if certain rules applicable to broadcasting also applied to cable transmissions used by newspapers to disseminate news to their subscribers.

ANPA last month proposed an amendment providing that equal time, fairness doctrine, editorializing and other regulations would not apply to any channel of a CATV system "used by a newspaper primarily for the dissemination of news to the subscribers of any news service originated by such newspaper."

The imposition on newspapers of an involuntary choice between use of cable transmission subject to FCC conditions or denial of such use "clearly transcends the commission's authority to regulate television broadcasting or anything even remotely ancillary to television broadcasting, and therefore, is not within the powers delegated to the commission by the Congress," ANPA told the FCC last week.

At issue is the commission's definition of "cablecasting" in its order—that is, material subject to FCC jurisdiction. The commission said the term applied to programming originated on any CATV channel by either the CATV operator or by "another entity."

No regulation should be adopted now or later, ANPA said, which precludes newspapers from owning or leasing cable systems for furnishing news dissemination service in their own markets, adding that such transmissions should be free of inappropriate government regulation constituting abridgment of freedom of the press.

ANPA said the commission's CATV regulatory activity raises the question of whether it is authorized to impose conditions requiring a CATV operator to engage in other categories of services or to accept FCC jurisdiction over transmission channels in his cable system not devoted to broadcasting.

"It does not follow," ANPA told the

commission, "that all different channels and all nonbroadcasting uses of a cable facility, such as Newspaper Cable Subscription Service, can be considered ancillary to the third or fourth degree to CATV service and hence to television broadcasting and subjected to regulation as television broadcasting."

Any assertion of governmental authority over Newspaper Cable Subscription Service would be "incompatible with the freedom of the press," ANPA asserted.

## Butcher strike coverage

News directors of three Sioux City, Iowa, TV stations and three radio stations were subpoenaed to testify during a change of venue hearing there on the amount of new coverage given the Iowa Almagamated Meat Cutters strike. An attorney for the defendant, accused of several bombings during the strike, asked that the case be moved from Sioux City because of heavy news coverage given the strike there. KCAU-TV Sioux City entered 100 tapes of its newscasts covering the strike as evidence.



World's Finest  
Tape Cartridge System  
**CRITERION**

World's Largest Selling  
Tape Cartridge System  
**CRITERION**

World's Most Reliable  
Tape Cartridge System  
**CRITERION**

Available for prompt  
shipment. Order today.  
Call (217) 222-8200.

HARRIS  
INTERTYPE  
CORPORATION

**GATES**  
A DIVISION OF HARRIS-INTERTYPE  
123 Hampshire St., Quincy, Ill. 62301

## Mexican candidate has his own mobile unit

A television color-film processing plant on wheels is taking an important part in the current national presidential political campaign in Mexico. The TV truck is being used as a campaign aid by presidential candidate Louis Echeverria Alvarez and his P.R.I. political party. Thanks to the development of a so-called "mini-color" film processor, the mobile film laboratory has the capability of providing quick-finished color film from any location, even from the virtually impassable roads of the Baja or Lower California. Color film of the presidential candidate's daily barnstorming is processed on the spot and either shown on television locally or placed on an airplane and flown to Mexico City for network presentation or distribution to local stations from that point.

The truck is the product of American manufacturing. Early last November, a delegation representing the P.R.I. political party visited the TV processor and equipment manufacturing plant in Los Angeles of Houston Fearless Corp. and asked if a mobile color-film processing operation could be designed and mounted within a week. James E. Remmer, general manager of Houston Fearless, and Derrill Macho, manager of commercial products, evaluated the problems involved and decided to go ahead with the project.

First a Dodge 500 series truck, with an 18-foot body, was selected. It proved to be compatible to the equipment it would have to house and also had the rugged capability to travel the notoriously rugged Mexican back-country. Once the would-be mobile laboratory was delivered to the Houston Fearless facilities, a production team, headed by



Stan Ayhens, project engineer, set about installing insulation, wiring, plumbing, flooring, air conditioning, paneling throughout, a 525-gallon water supply unit, water heating, waste water disposal facilities (even a toilet). Next came the Houston Fearless-make mini-color film processor and other equipment—including chemical, storage, and mixing units—all of which had to be hooked up to proper wiring and plumbing outlets. Last to go in was a sophisticated public-address sound system.

Houston Fearless made delivery of the completed portable laboratory to P.R.I. party officials in Tijuana some eight days after taking on the assignment. Since that time, the truck (a Houston Fearless technician assisted and trained Mexican personnel in the operation and maintenance of the color processor) has become an integral part of candidate Louis Echeverria Alvarez's campaign and has been in full-time operation throughout the western part of Mexico.

To date the maximum amount of film processed by the mobile unit at one time has been 2,400 feet. Average processing output has been from 600 to 800 feet. All power is furnished by the portable processor's own generator with the exception of use in larger cities such as Guadalajara, when local power is fed into the unit. Upon completion of each day's film run, about one-third of the

processor's chemistry is dumped, as well as all water. Upon reaching the next destination, water is taken on and fresh chemistry mixed and added to the processing tanks as needed.

Houston Fearless believes it has created an innovation for color TV broadcasting. The company also feels that its mobile unit in Mexico has definite application for political and other telecasting in the U.S., but principally in other less developed countries, particularly in Latin America.

## In Chile U.S. networks accused of imperialism

The three networks, are being charged with spreading the thinking of imperialism in Latin America, according to the January issue of *Atlas*, magazine digest of the world's press.

The article, translated from Santiago, Chile's Marxist-attuned *Analisis*, charges that ABC is in the forefront of dominating what Latin Americans see and hear in a sort of prime-time brainwashing. "The content of almost all these programs is meant to stupefy our people, to keep them within the imperialistic framework, to make them consumers," the article says.

ABC was singled out as the "first to expand into Latin America on a large scale" in the 1950's. But NBC and CBS also are charged with expanding southward when "there were growing national movements in Latin America which were dangerous to U.S. interests."

## Color penetration in Canada

Canada has an estimated total of 645,000 color-television homes, representing approximately 11% of all households in the country, according to an announcement from the BBM Bureau of Measurement, Toronto. BBM said the estimate was based on a survey it conducted last September of more than 95,000 homes in Canada. The BBM study found that Alberta led all other Provinces with an estimated 14.5% of its homes having color-TV receivers.

## Abroad in brief:

**Nippon color tubes** ■ Tokyo Shibaura Electric Co. Ltd., Tokyo, Japan, popularly known as Toshiba, has started production of color television tubes at a new, custom-built plant in Fukaya, Japan. The new factory, with automated production lines, is estimated to be capable of producing 60,000 color receiver tubes each month for domestic

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

and export uses. Located 45 miles north of Tokyo, the plant has nearly 30,000 square feet of production space.

**Laughs for Australia** ■ Four Star International's TV remake of radio's famous comedy panel show, *Can You Top This?*, has been sold in four Australian markets. The half-hour syndicated series, which will start playing in New York and Los Angeles markets, will be seen in Sydney, Melbourne, Brisbane and Adelaide beginning this month. Four Star is currently producing 195 segments of the series.

**Canadian talent** ■ International Good Music Inc., Bellingham, Wash., has signed an agreement to include Canadian music and artists as part of the firm's taped music services for broadcast station subscribers. The Canadian product and talent will be supplied along with American music and performers to the more than 300 IGM customer stations in the U.S. In Canada, IGM will supply to subscribers special all-Canadian talent tapes that will allow customers to mix any desired ratio of Canadian performers into their over-all music programming.

**Soccer rights** ■ KMEX-TV Los Angeles, a Spanish-language station, has acquired exclusive U.S. telecast rights to the elimination soccer matches leading up to the World Cup Tournament, scheduled for Mexico City in 1970. National teams are organized and eliminations are started one year in advance of the finals, with only 16 nations earning the right to participate for the World Cup. England is the defending title-holder. KMEX-TV, part of the Spanish International Broadcasting Co., will present the elimination matches this month.

## Equipment & Engineering

### HEW limits X-ray dosage from new TV sets

Federal standards limiting the maximum allowable X-ray emissions from TV receivers made after Jan. 15 has been promulgated by the Environmental Control Administration of the Department of Health, Education and Welfare.

The criteria, similar to those proposed last October (BROADCASTING, Oct. 20, 1969), limit radiation to 0.5 milliroentgens per hour, measured at a distance of five centimeters (about two inches) from any point on the outside of the set. It applies to both monochrome and color TV sets.

Every receiver manufactured after the deadline must carry a label or tag certifying that it meets federal standards for radiation. The regulations also require that maximum X-ray standards be met even under adverse operating conditions.

### HEW division wants better records kept

TV set makers as well as certain tube manufacturers have been told they are going to have to keep records and reports on products made and sold for as long as five years.

The contemplated instructions were issued by the Environmental Control Administration of the Department of Health, Education and Welfare on Dec. 16. Comments may be filed within 30 days.

The proposed requirements, which cover products specified in the Radiation Safety Act, apply to manufacturers of TV receivers, TV projection devices, shunt regulator tubes, high-voltage rectifier tubes, high-voltage vacuum switches, all types of X-ray producing devices, microwave ovens, microwave diathermy units, lasers and ultrasonic

devices.

Records include (1) radiation test results and methods, (2) product durability and stability, (3) quality control procedures, and (4) product use, maintenance and testing instructions that have radiation-control significance.

Distributors and dealers would be required to keep information permitting the tracing of sales to individual purchasers on all products covered by the radiation control standards and selling for \$50 or more.

And, within 90 days of the effective date of the proposed records and reports requirements, all manufacturers of the products involved would be required to furnish to HEW's Bureau of Radiological Health product identification information, design specifications for radiation control, methods used for testing radiation among other items.

### CATV owner forms unit for cable activities

American Electronics Inc., Colman, Pa., a multiple CATV owner, has announced the formation of AEL Communications Corp., a wholly owned subsidiary.

The corporation will be the focal point for all cable television activities at AEL, and will be engaged in development, manufacture, sale and construction of CATV systems and equipment, a company spokesman said.

Officers of the new AEL firm are Milton Nussbaum, president; Irving A. Faye, vice president; C. J. Fowler, vice president; Jesse H. Riebman, treasurer, and Frederick D. Lipman, secretary. Members of the board of directors are Conrad J. Fowler, Milton Nussbaum and Leon Riebman.

### Technical topics:

**Color Balance** ■ The Color-Trak, a BBC-designed illuminant reference comparator for color kinescopes, which is

expected to balance color receivers to common color temperatures, will be marketed exclusively by Television Equipment Associates, Bayville, N. Y., for \$65. Color-Trak is manufactured by Fisher Controls Ltd., in England.

**Portable TV** ■ RCA has introduced a portable color TV set with a remote control system utilizing computer-like circuitry that remembers volume control settings while providing instant shut-off. Weighing 48 pounds, it will sell for \$430 when it hits the market this month.



World's Finest  
Tape Cartridge System  
**CRITERION**

World's Largest Selling  
Tape Cartridge System  
**CRITERION**

World's Most Reliable  
Tape Cartridge System  
**CRITERION**

Available for prompt  
shipment. Order today.  
Call (217) 222-8200.

HARRIS  
INTERTYPE  
CORPORATION

**GATES**  
A DIVISION OF HARRIS-INTERTYPE  
123 Hampshire St., Quincy, Ill. 62301

## RCA expects to break own sales record

**Sarnoff says company's '69 total should exceed \$3.1 billion in '68; second highest profits seen**

RCA sales were at record levels in 1969 and its earnings will be the second highest in the company's 50-year history, President Robert W. Sarnoff reported in a year-end statement last week.

He said preliminary figures indicate

that sales will be slightly more than the record \$3.1 billion in 1968 and earnings will be about 2% below the 1968 record-breaking total. He placed earnings per share at about \$2.32 also about 2% below that of 1968.

The earnings decline resulted from the sharpened downward trend of the economy in the fourth quarter and particularly the last six weeks, according to Mr. Sarnoff. He advised shareholders that the same negative pressures can be expected to continue into 1970.

Mr. Sarnoff said that RCA's performance in 1969 had demonstrated the value of the company's broad business base, with weaknesses in such segments as commercial, consumer and govern-

## 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. 30	Closing Dec. 23	Closing Dec. 18	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	54½	53½	56	76½	45½	4,859	274,536
Atlantic States Ind.		O	5½	5½	5½	15½	5½	1,789	12,523
Capital Cities	CCB	N	34	33½	32½	37½	26	5,804	196,407
CBS	CBS	N	47½	46½	47½	59½	41½	25,617	1,235,764
Corinthian	CRB	N	32½	31½	30½	37½	20	3,380	84,906
Cox	COX	N	48	48½	49	59	37	2,893	137,128
Gross Telecasting	GGG	A	15½	15½	14½	24½	14½	805	12,172
Metromedia	MET	N	18½	18½	19	53½	17½	5,603	111,164
Pacific & Southern		O	22	22	22	26½	13½	1,635	33,518
Reeves Telecom	RBT	A	14	13½	14½	35½	12½	2,253	36,318
Scripps-Howard		O	22	23	23	31½	21	2,589	64,725
Sonderling	SDB	A	33½	33½	33½	47½	29½	985	37,578
Starr Broadcasting		O	13	11½	11½	14½	6½	338	4,644
Taft	TFB	N	26½	26½	26½	43½	26½	3,585	107,550
							<b>Total</b>	<b>62,135</b>	<b>\$ 2,348,933</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	23½	23	22½	49½	22½	12,872	316,651
Bartell Media	BMC	A	10	10½	11½	22½	8½	2,292	28,879
Boston Herald-Traveler		O	29	34	34	71	27	574	17,220
Chris-Craft	CCN	N	10½	10½	10½	24½	9½	3,201	40,012
Combined Comm.		O	15	13½	13½	15	8½	1,798	23,824
Cowles Communication	CWL	N	10½	10½	10½	17½	9½	3,969	45,088
Fuqua	FQA	N	28½	27½	28	47	27½	5,117	160,469
Gannett	GCI	N	29½	27	26½	29½	24½	7,117	197,497
General Tire	GY	N	18	17½	17½	34½	17½	17,914	342,516
Gray Communications		O	7½	7½	7½	12½	7½	475	3,924
Lamb Communications		O	6½	6½	6½	10	3½	2,650	14,575
Lee Enterprises		O	21½	22	20½	22½	15½	1,957	44,033
Liberty Corp.	LC	N	17	17½	17½	24½	14	6,743	131,489
LIN		O	9½	10	9½	32½	7½	2,174	22,001
Meredith Corp.	MDP	N	43½	44	44½	59½	32½	2,781	119,583
The Outlet Co.	OTU	N	15	16½	16½	30½	15	1,336	24,716
Plough Inc.	PLO	N	77½	75½	72	78½	57½	7,892	587,954
Post Corp.		O	18	18½	18½	40	14½	594	12,474
Rollins	ROL	N	38	38	37½	42½	30½	7,983	309,341
Rust Craft	RUS	A	30½	30½	30½	38½	24½	1,168	39,245
Storer	SBK	N	29½	30½	28½	62	24½	4,220	132,930
Time Inc.	TL	N	39½	38½	41½	100½	36½	7,241	362,050
Trans-National Commun.		O	3½	3½	3½	11½	2½	1,000	2,750
Wometco	WOM	N	18½	18½	18½	23½	16½	5,683	110,818
							<b>Total</b>	<b>108,751</b>	<b>\$ 3,061,100</b>
<b>CATV</b>									
Ameco	ACO	A	15½	15	14½	16½	7½	1,200	13,632
American TV & Comm.		O	19½	19	18½	19½	9½	1,775	31,062
Cablecom-General	CCG	A	21½	22½	26½	27½	8½	1,605	28,633
Cable Information Systems		O	2½	2½	2½	5	2½	955	2,419
Columbia Cable		O	13	13	11½	17½	9½	900	11,700
Communications Properties		O	6	5½	6	10	4½	644	4,347
Cox Cable Communications		O	23½	23½	22½	23½	11½	3,550	60,350
Cypress Communications		O	14½	13½	12½	23	10½	854	10,462
Entron		O	2	2½	2½	10½	2	607	2,580
General Instrument Corp.	GRL	N	28½	28½	30	43½	26	6,028	209,473
H & B American	HBA	A	25½	25½	27½	28½	11½	5,016	119,581
Sterling Communications		O	7½	6½	6½	10½	5½	500	2,875
Teleprompter	TP	A	108	109	111	119	46	1,007	95,665
Television Communications		O	18½	18½	19½	20½	10	2,654	39,810
Vikoa	VIK	A	27	26	26½	35½	20	1,795	56,094
							<b>Total</b>	<b>29,090</b>	<b>\$ 688,413</b>



ment operations offset substantially by strength in other areas, particularly in its service activities.

He cited such negative pressure as a softness in certain categories of commercial electronic equipment and an industry-wide drop in color television set sales in the face of a general decline in durable goods buying.

Among the positive factors mentioned by Mr. Sarnoff were the continued record performances by NBC, The Hertz Corp. and RCA Global Communications, and the substantial gain in sales achieved by RCA Information Systems.

In planning for the 1970's, Mr. Sarnoff said, RCA intends to continue the

selective expansion of its activities at home and abroad. He noted that the company's domestic capital expenditures in 1970 are projected at about \$210 million, approximately the same as in 1969, with the accent on facilities related to computers, components and communications.

## Cypress reports operating loss

Cypress Communications Corp., Pacific Palisades, Calif. serving more than 50,000 cable-TV subscribers and also 60% owner of KTXL-TV Sacramento-Stockton, Calif., reported operating loss of \$9,325 for the quarter, which ended

Sept. 30, 1969:

	1969	1968
Revenues	\$897,886	\$702,860
Net earnings (net loss)	(9,325)	7,160

Notes: 1968 results restated for an acquisition on a pooling-of-interests basis. No calculation made for common share earnings; preferred dividend requirement exceeded net income.

## Company reports:

Outlet Co., Providence, R.I., department store chain, group broadcaster and group CATV operator, reported a 6.9% increase in sales and an 11% gain in net income for the nine months ended Nov. 1:

	1969	1968
Earned per share	\$0.86	\$0.83
Sales	45,508,832	42,569,970
Pretax income	2,458,841	2,042,932
Net income	1,239,866	1,117,413
Average shares outstanding	1,337,895	1,229,402

	Stock symbol	Exchange	Closing Dec. 30	Closing Dec. 23	Closing Dec. 18	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	26½	26½	26½	42	24¼	5,863	170,730
Disney	DIS	N	131¼	124¼	128	133	69½	4,381	544,339
Filmways	FWY	A	16¼	18	16¼	38½	16½	1,492	30,944
Four Star International		O	3	3¼	3½	10	3	666	2,831
Gulf and Western	GW	N	19½	17½	18½	50¼	17½	16,426	332,627
Kinney National	KNS	N	28½	33	32½	39½	19	5,940	176,715
MCA	MCA	N	19½	19½	19½	44½	18½	8,297	183,529
MGM	MGM	N	25½	25	26¼	44½	24	5,801	175,480
Music Makers Group		O	8¼	9	9¼	15¼	8¼	589	7,363
National General	NGC	N	18½	16½	17½	46¼	16½	4,539	93,050
Transamerica	TA	N	25½	25	25½	38¼	23	61,869	1,535,291
Trans-Lux	TLX	A	19½	19½	18½	58½	17½	1,020	22,695
20th Century-Fox	TF	N	17¼	15	15½	41¼	14½	8,155	152,906
Walter Reade Organization		O	8	7½	7½	15½	7½	2,342	21,359
Wrather Corp.	WCO	A	8½	7½	8¼	23	7¼	2,161	18,909
							<b>Total</b>	<b>129,541</b>	<b>\$ 3,468,768</b>
<b>Service</b>									
John Blair	BJ	N	22½	22¼	21½	28¼	17¼	2,667	60,274
Comsat	CQ	N	57½	55	59¼	60½	41¼	10,000	555,000
Creative Management		O	9	9¼	9¼	20¼	8¼	1,020	12,750
Doyle Dane Bernbach		O	20	22	18½	33	18¼	2,104	47,340
Foote, Cone & Belding	FCB	N	11	11¼	11¼	15¼	10¼	2,149	25,444
Grey Advertising		O	11¼	12	12½	18¼	11¼	1,163	15,817
MovieLab	MOV	A	6¼	8¼	6¼	14¼	6	1,407	10,018
MPO Videotronics	MPO	A	8¼	8¼	8¼	22½	7¼	548	4,844
Nielsen		O	35¼	35¼	35¼	38¼	28¼	5,240	193,880
Ogilvy & Mather		O	20	20	19½	35	16¼	1,090	23,980
PKL Co.	PKL	A	10½	10¼	9¼	30¼	9¼	725	8,410
J. Walter Thompson		O	32¼	32¼	32	41	24¼	2,778	89,591
Wells, Rich, Greene		O	13	13	11½	18¼	8¼	1,601	20,813
							<b>Total</b>	<b>32,492</b>	<b>\$ 1,068,161</b>
<b>Manufacturing</b>									
Admiral	ADL	N	13	13½	13¼	22½	13	5,150	81,576
Ampex	APX	N	46¼	43½	44½	49½	32¼	10,825	493,620
CCA Electronics		O	5	5	5	6½	5	800	4,096
General Electric	GE	N	77	76½	75¼	98¼	74¼	91,025	7,373,025
Magnavox	MAG	N	35	34	34½	56¼	32¼	16,561	658,300
3M	MMM	N	110¼	109¼	110¼	118¼	94	54,521	6,160,873
Motorola	MOT	N	135¼	134	138¼	166	102¼	6,148	814,610
RCA	RCA	N	34¼	35¼	35¼	48¼	34¼	62,773	2,392,907
Reeves Industries	RSC	A	3½	3¼	3¼	10½	3¼	3,443	16,354
Visual Electronics	VIS	A	7½	8	7½	37	7½	1,357	13,231
Westinghouse	WX	N	57½	56¼	55¼	71¼	53¼	39,304	2,318,936
Zenith Radio	ZE	N	33¼	34½	53¼	58	33¼	18,965	715,929
							<b>Total</b>	<b>310,872</b>	<b>\$21,043,457</b>
							<b>Grand total</b>	<b>672,881</b>	<b>\$31,678,892</b>
<b>Standard &amp; Poor 500 Industrials Average</b>			<b>91.60</b>	<b>90.61</b>	<b>89.74</b>				

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.

**H&B American Corp.** Los Angeles, major cable television operator, reported net increased 10% for the first quarter of its fiscal year. The company also announced plans to hold a deferred annual meeting of stockholders in early 1970 at which time a vote will be taken on a proposed merger agreement with Teleprompter Corp., New York.

For the three months ended Oct. 31:

	1969	1968
Earned per share	\$0.08	\$0.07
Revenues	3,833,057	3,368,015

Net income 396,475 359,820  
 Shares outstanding 4,972,589 4,825,239  
 Note: Earnings for 1969 quarter are based on investment credit of \$133,000 to be deducted from gross federal income tax payment of \$271,000.

## Disney calls debentures

Walt Disney Productions, Burbank, Calif., has called in \$50 million worth of convertible debentures that were issued only last March. A \$40 million convertible issue was called in several

months ago. These moves apparently have been made to reduce the film production and distribution company's outstanding bond debt. A redemption date of Jan. 26, 1970 was specified for the 5% subordinated debentures that total \$50 million. Redemption price is 105% of principal, plus accrued interest. Conversion price is \$90, with the last date for conversion Jan. 16, 1970. Disney currently is selling at about one-third higher than the conversion price.

## Promotion

### Staff urged to kick habit during WBZ 'cough-in'

WBZ(AM) Boston, which along with other Westinghouse stations has voluntarily given up cigarette advertising, is urging its employees to give up cigarettes as part of an on-air "Stomp Smoking" campaign. The three-week effort culminates tonight (Jan. 5) in a 12-hour "cough-in," during which time listeners may call in to comment or commiserate with the station staff. The program, which will run from 6 p.m. to 6 a.m. will also include documentaries on smoking.

The campaign was launched on Dec. 15, 1969, with a two-hour program on which station people, smokers all, and representatives of health groups discussed breaking the tobacco habit. On Sunday, Jan. 4, the day before the "cough-in," *The Boston Globe*, which does not accept cigarette advertising, planned an elaborate feature story on WBZ's anti-smoking drive.

The "cough-in" will be followed up by a Stomp Smoking center to open Jan. 6 in Boston Common. The center will be manned by people from various health agencies who will distribute literature and promotional materials. Future plans include a mobile "Stomp

Smoking Center," and a nightly program, *Antismoking Clinic*, from 11 p.m. to midnight.

### ABC promotes new schedule

ABC-TV promotion executives will tour 66 markets starting today (Jan. 5) in a special publicity campaign for the network's new mid-season program schedule.

Fourteen executives, each covering three to six cities, will meet with area television writers and promotion managers of the ABC affiliates and will show a 22-minute film on the new schedule.

### Promotion tips:

**Police honored** ■ KABC-TV Los Angeles has initiated as a community service, the building of a perpetual Los Angeles Police Memorial to honor those police officers who have been killed in the line of duty. The memorial will be offered as a gift from the people of Los Angeles. Funds will be sought from the public. Initial projections are that the cost will be \$75,000. KABC-TV vice president and general manager John J. McMahon recently revealed plans for the memorial at a luncheon at the sta-

tion attended by city and business dignitaries.

**Creative conflict** ■ WBBM-TV Chicago drops Hurvis, Binzer & Churchill there as advertising agency effective Dec. 31. The station and agency said the split is because of "differences in creative philosophy."

**Appalachia special** ■ WHTN-TV Huntington/Charleston, W. Va., was awarded a citation for its filmed documentary, *The Proud People*, by the Appalachian Commission. The special documentary, illustrating and interpreting the arts and crafts of West Virginia mountain people, was shown by several government agencies and universities after its original broadcast over WHTN-TV. The station was cited for its contribution and public service in rendering aid in advancing the social and economic life of that region.

**FM's world** ■ The St. Louis Post-Dispatch has featured a special six-page section devoted to the world of FM radio in its Sunday, Nov. 30 edition. Included in the FM insert were stories describing the growth of FM around the country and in St. Louis, modern FM programming and a special FM advertising section.

## Fates & Fortunes

### Broadcast advertising

**Patrick E. O'Rourke**, VP-marketing director and account manager, Knox Reeves Advertising, Minneapolis, named senior VP and management representative.

**Robert Stewart** and **Robert Weekes**, account supervisors, J. Walter Thompson Co., New York, elected VP's.

**Edward Eskandarian** and **B. Michael Fitzsimons**, account supervisors, and **P. Douglas McAuley**, account manager,

Compton Advertising, New York, named VP's.

**G. C. Jones**, general sales manager, WREC-AM-FM-TV Memphis, named VP.

**George H. Kinne**, director of PR, advertising and marketing, Peoples Trust Bank, Fort Wayne, Ind., joins Wade, Lauer & Katt Advertising there as president. He succeeds **Robert K. Lauer** who becomes chairman of board. Mr. Lauer continues as administrative head of agency with Mr. Kinne responsible for agency's creative development.

**Stevan Trooboff**, director of marketing, McGavren - Guild - PGW Radio Inc., New York, named secretary-treasurer of parent company, Atlantic States Industries Inc. there.

**Edward Bozorth**, account supervisor, Clyne Maxon Inc., New York, elected VP.

**Don Waterman**, account executive, WHN(AM) New York, joins WNBC(AM) New York as general sales manager.

**Irwin B. Siegel**, with CBS Television Stations National Sales, Chicago, ap-

pointed sales manager of Chicago office.

**Abbott M. Washburn**, deputy chairman of U.S. delegation to international conference on revision of International Telecommunications Satellite consortium, named by President Nixon, succeeding **William Scranton**, former governor of Pennsylvania, who was named to post by President Nixon last January ("Closed Circuit," Dec. 29, 1969). Mr. Scranton, who resigned for personal reasons, succeeded **Leonard H. Marks**, Washington attorney and former director of U.S. Information Agency, as chief U.S. representative to Intelsat meetings. Mr. Washburn is former director of USIA and was in public relations business.

**J. Walter Reed**, assistant media director, Foote, Cone & Belding, New York, appointed associate media director.

**Donald F. McCarty**, and **Geoffrey G. Hall**, both with Katz Radio, New York, appointed assistant general manager and New York sales manager, respectively.

**Dee Feldstein**, former copy chief, Albert Jay Rosenthal & Co., Chicago agency, joins North Advertising Inc. there as copy supervisor.

**Lois Kostroski**, merchandising director and continuity chief, WISC-TV Madison, Wis., joins WTMJ-TV Milwaukee as sales promotion and merchandising director.

**William R. O'Neil**, VP, Campbell-Ewald Co., Detroit, appointed account supervisor.

**Gary Klaff** and **William Mackle**, with Stern, Walters & Simmons Inc., Chicago agency, appointed creative group supervisors.

**Helen Wood**, former media manager, Post-Keyes-Gardner Inc., Chicago, joins Rothenberg, Feldman & Moore Inc., PR and advertising firm there, as media director for broadcast and print.

**Ron Brennan** and **Ron Hrovat**, both with sales staff of WUAB(TV) Lorain-Cleveland, appointed local sales manager with responsibility for Cleveland sales and regional sales manager with responsibility for Pittsburgh and Ohio excluding Cleveland, respectively. **O. J. Reiss**, also with WUAB, appointed assistant director of retail services with retail-services department. **Jody Marino**, with retail-services department, appointed manager of newly created marketing and research department.

**Dennis Holmes**, with Gardner Advertising, St. Louis, appointed account supervisor.

**James Sowards**, account executive for CBS Television Stations National Sales, New York, named assistant national

sales manager for CBS-owned KNXT-TV Los Angeles.

## Media

**David A. Moss**, VP and general manager, WHWH(AM) Princeton, N. J., joins WFAS-AM-FM White Plains, N. Y., in same capacity. **Herbert W. Hobler**, president of WHWH, also becomes station's general manager, succeeding Mr. Moss. **John J. Morris**, general sales manager, WHWH, appointed station manager.

**Don Cripe**, business manager, WFBM-AM-FM-TV Indianapolis, appointed manager of WFBM-AM-FM.

**Barry M. Meyer**, program attorney for ABC-TV, named assistant director of business affairs for TV network on West Coast.

## Programing

**Brandon Stoddard**, formerly VP in charge of television and radio programming, Grey Advertising, New York, named director of daytime programming for ABC-TV in New York. **Frank Brill**, independent film producer and earlier VP of MCA TV, named director of talent for ABC-TV, new post, with headquarters in New York. **James Green**, manager of specials and talent, West Coast, ABC-TV, named program executive, West Coast.

**Ronald Phillips**, director of technical services, Screen Gems, New York, joins Independent Television Corp. there as VP, production services.

**Joseph Hevesi**, formerly radio-TV commercials director for U.S. Steel Corp., named manager, New York operations, Hollywood Video Center.

**Gordon A. Hellmann**, TV director of sales development and promotion, Warner Bros. Television, New York, appointed director of administration.

**David Nortman**, director, WKZO-TV, Kalamazoo, Mich., joins WLWI(TV) Indianapolis as news producer-director.

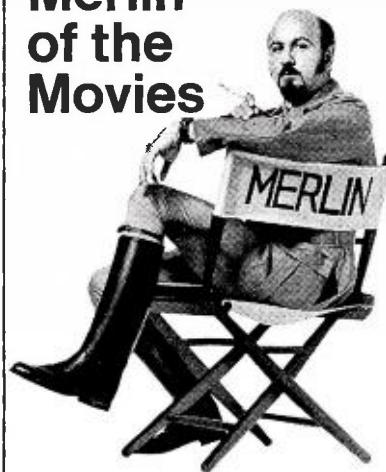
**John Heidenreich**, former producer with Calvin Productions in Philadelphia and Kansas City, Mo., joins Tel Ra Productions, Philadelphia, as producer/director.

**W. L. Baumes**, executive assistant to executive VP in charge of production for Paramount Television, Hollywood, appointed manager of tape and film development for film studio.

**Charles Fries**, VP, studio production administration, Columbia Pictures, Hollywood, resigns to form own production company.

**Granville W. Reed**, formerly with WRBD(AM) Pompano Beach, Fla., joins WJXT(TV) Jacksonville, Fla., as host-

# Ask Merlin of the Movies



## Grand Seer of TV Programming ...

*brought to you as a service of Metro-Goldwyn-Mayer Television.*

### A program director in Georgia asks:

"Can I use any local ratings to help in scheduling movies with demographics suited for younger women?"

### Answer:

Local rating services can break out data on individual movies. This is special order and is not inexpensive. The new rating books will help this problem by now including many individual day breakouts in the strip programming areas. A better indication of an individual movie's performance should then become available.

Some distributors have previous limited data. For instance, when *The Prize* and *Atlantis, the Lost Continent* were played at 7:00 PM Sunday in New York, ratings were about equal. But, among the *Lady of the House*, for instance, *Atlantis* viewers were 59% under 35, while *The Prize's* audience composition in this category was only 8%.

If you know your movies and the time period, you're not likely to find many surprises with demographic print outs. Input is what's really important.

*Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.*

producer of *Kutana*, station's new program aimed at area's black community. **Jack Davison**, program director, WLKE (AM) Waupun, Wis., appointed corporate program director for Collins Broadcasting, licensee for WLKE and WQTC-AM-FM Two Rivers, Wis.

## News

**Matthew T. Cooney Jr.**, reporter for Westinghouse Broadcasting Co.'s WBZ-TV Boston, appointed news correspondent in Westinghouse Broadcasting's Washington News Bureau.

**Lloyd A. Dobyns Jr.**, managing editor, WNEW-TV New York, joins WNBC-TV there as manager, television news operations.

**Gene Hebert**, news reporter-assignment editor, WCBS-TV New York, named correspondent and chief of Long Island bureau, Hicksville, N. Y. He succeeds **Scott Osborne**, who returns to New York for general assignments.

**James E. Foy**, communications manager for Los Angeles Area Chamber of Commerce, appointed to newly created position of director-editorials for KNBC-TV Los Angeles.

**Jerry Bailey**, sports director, KTSB-TV Topeka, Kan., joins University of Kansas, Lawrence, as sports director and director of K. U. Sports Network. He succeeds **Gary Bender**, who joins WKOW-AM-TV Madison, Wis. as sports director (BROADCASTING, Dec. 8, 1969).

**Benjamin A. Brown**, chief of AP bu-

reau at Helena, Mont., appointed chief of bureau at Minneapolis. He succeeds **George H. Moses**, who retires to become chairman of journalism department of Macalester College, St. Paul. Mr. Brown is succeeded in Helena by **Paul C. Freeman**, AP news editor in Albany, N. Y.



*Mr. Payette*

WNEW-AM-FM New York, joins WPOP (AM) Hartford, Conn. as news director.

**Mort Crim**, writer and anchorman of ABC Radio's *News Around the World*, joins WHAS-TV Louisville, Ky., as news anchorman.

**David Godwin**, director of news for KTRH (AM) Houston, joins KLAC (AM) Los Angeles as news producer and newscaster.

**Olin F. Morris**, promotion/production manager, WREC-TV Memphis, appointed director of public affairs for WREC-AM-FM-TV.

**Bob Kaplitz**, editor-writer, WSB-TV Atlanta, joins WFMV-TV Greensboro, N. C. as regional correspondent.

**William E. Bauer**, formerly with KFBK-

**William Payette**, VP and general manager, United Press Feature Syndicate, New York, named president. He succeeds **Laurence Rutman**, who retires.

**Paul D. Lockwood**, newsman, WNEW-AM-FM New York, joins WPOP (AM) Hartford, Conn. as news director.

**Mort Crim**, writer and anchorman of ABC Radio's *News Around the World*, joins WHAS-TV Louisville, Ky., as news anchorman.

**David Godwin**, director of news for KTRH (AM) Houston, joins KLAC (AM) Los Angeles as news producer and newscaster.

**Olin F. Morris**, promotion/production manager, WREC-TV Memphis, appointed director of public affairs for WREC-AM-FM-TV.

**Bob Kaplitz**, editor-writer, WSB-TV Atlanta, joins WFMV-TV Greensboro, N. C. as regional correspondent.

**William E. Bauer**, formerly with KFBK-

(AM) and KROY (AM), both Sacramento, Calif., joins KXOA-AM-FM there as newsmen.

## Equipment & engineering

**Frank A. Nasiadka**, former assistant to president and general manager, Comar Electric Co., Chicago relay manufacturer, joins Hart-Advance Relay division of Oak Electro/Netics Corp., Crystal Lake, Ill., as VP, marketing.

**Carl H. Rosekrans**, with Sylvania's commercial electronics division, Bedford, Mass.; **Herbert J. Van Driel**, with Ampex Corp., Elk Grove Village, Ill., and **Les Knight**, with Bell & Howell video products division, Los Angeles, all join International Video Corp., Sunnyvale, Calif., as Southern regional manager; Midwest regional manager; and district sales manager, industrial and educational products, respectively.

**Douglas Hawkins**, with Dubbings Electronics Inc., Copiague, N. Y., appointed manager of mastering department.

## Deaths

**Donald Foster**, 80, veteran character actor in television, motion pictures and legitimate theater, died Dec. 23 in Hollywood after long illness. Mr. Foster appeared in *Hazel* TV series and also made appearances in such shows as *Perry Mason*, *Bewitched* and *Run For Your Life*. He is survived by his wife, Alis, one son and one daughter.

## ForTheRecord®

As compiled by BROADCASTING, Dec. 22 through Dec. 29 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—ul-

tra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Final action

■ Missoula, Mont.—Garryowen Butte TV Inc. FCC granted VHF ch. 8; ERP 286 kw vis., 57.2 kw aur. Ant. height above average terrain 2,050 ft., ant. height above ground 192 ft. P.O. address: c/o Joseph S. Sample, Box 3500, Butte, Mont. 59701. Estimated construction cost \$310,954; first-year operating cost \$50,000; revenue \$55,000. Geographic coordinates 47° 01' 06" north lat.; 114° 00' 41" west long. Type trans. RCA TT-25EH1. Type ant. RCA TW-12ABP. Legal counsel Midlen and Reddy, consulting engineer Sillman, Moffet and Kowalski, both Washington. Principals: Joseph S. Sample, president-treasurer (99.96%). Harvey D. Backman, vice president-assistant secretary, and Jerome Anderson, secretary (each .02%). Principals own respective interests in broadcast management firm and KXLF-TV Butte. Messrs. Sample, Backman and Anderson own 99.94%, .03% and .03%, respectively, of KXLF (AM) Butte. Principals each own .14% of KOOK-AM-TV Billings, and .09% of KRTV (TV) Great Falls, both Montana. Ann. Oct. 24.

### Actions on motions

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, dismissed with prejudice application of Orange County

	<h1>EDWIN TORNERG</h1> <h2>&amp; COMPANY, INC.</h2>
	<p style="text-align: center;"><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p style="text-align: center;">New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>

Communications (Doc. 18296). Action Dec. 17.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Inc., et al.), TV proceeding, quashed notice of taking depositions by Antwin Theatres Inc. and depositions of Robert J. Ross, former official of Wometco, and Max A. Cohen, former owner of Antwin Theatres, shall not be taken (Docs. 10834, 17532-4, 18185-6). Action Dec. 12.

#### Other action

■ Review board in Florence, S. C., TV proceeding, Doc. 18650, granted to extent indicated and denied in all other respects petition to add and modify issues, filed Sept. 22 by Dally Telegraph Printing Co. Action Dec. 23.

## Existing TV stations

### Final actions

■ WGCT(TV), Miami—Broadcast Bureau granted mod. of CP to change ERP to 794 kw vis., 158 kw aur.; change trans.-studio location to Sheraton-Four Ambassadors Hotel, SE 8th St. at Biscayne Bay, Miami; change ant. height to 300 ft. Action Dec. 18.

■ WGCT(TV) Miami — Broadcast Bureau granted mod. of CP to extend completion date to June 18, 1970. Action Dec. 18.

■ WJRT-TV Flint, Mich.—FCC denied request by WJRT-TV Inc., former licensee of WJRT-TV (now owned by Poole Broadcasting Co.) asking that Flint Cable TV Co., operator of CATV system at Flint, be prohibited from carrying signals of Detroit and Windsor, Ont., Canada TV's. Commission found operation of CATV system consistent with public interest. Action Dec. 10.

■ WTCN-TV Minneapolis—Broadcast Bureau granted mod. of CP to locate structure for site #1 approximately 120 feet east and 100 feet south of currently authorized location; make change in West Tower. Action Dec. 18.

■ KSTP-TV St. Paul, Minn.—Broadcast Bureau granted CP to change trans. location to 2.5 miles east of New Brighton, Shoreview, Minn.; change type trans.; make changes in ant. structure and increase ant. height to 1430 ft. Action Dec. 16.

■ WPIX(TV) New York—Hearing Examiner James F. Tierney granted request by Forum Communications Inc., applicant in competitive proceeding with WPIX Inc., for license of ch. 11 at New York for various WPIX documents concerning ascertainment of community needs and interests, corporate relationships and past programming and its responsiveness to community needs. Examiner granted request by WPIX and rescheduled prehearing conference for Feb. 6, 1970 (Docs. 18711-2). Action Dec. 24.

### Actions on motions

■ Chief, Office of Opinions and Review in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc. TV proceeding, granted joint motion by applicants and extended through Feb. 2, 1970 time to file respective briefs in reply to exceptions and briefs filed Dec. 12, to initial decision (Docs. 16679-80). Action Dec. 18.

■ Hearing Examiner Basil P. Cooper in San Diego (Gross Broadcasting Co. [KJOG-TV] TV proceeding, granted request by applicant and extended to Dec. 17 time to file reply findings of fact and conclusions of law (Doc. 18377). Action Dec. 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC [KNEC(TV)] and Voice of Los Angeles Inc.), TV proceedings, postponed prehearing conference to Feb. 2, 1970 (Doc. 18602-3). Action Dec. 15.

## New AM stations

### Application

■ Steamboat Springs, Colo. — Steamboat Broadcasting Co. Seeks 1230 kc, 250 w. 1 kw-LS, U. P.O. address: 910 Steamboat Springs 80477. Estimated construction cost \$26,845; first-year operating cost \$50,000; revenue \$42,000. Principals: Mountain States Communications Inc., 100%, William R. Dunaway, president (94.12%), George N. Madsen Jr., vice president-secretary (5.88%). Mr. Dunaway owns 50% of KSNO(AM) Aspen, Colo. Principals own respective in-

terests in Aspen Times and Rifle (Colo.) Telegram. Ann. Dec. 18.

### Final action

■ Dunnellon, Fla.—Rainbow Communication Service Inc. Broadcast Bureau granted 920 kc, 0.5 kw P.O. address: Box 338, Dunnellon 32630. Estimated construction cost \$30,400; first-year operating cost \$36,000; revenue \$43,000. Principals: John H. Morrison Jr., president (10%), John C. Lankford, executive vice president (20%), Robert F. Rogers, vice president (10%) et al. Mr. Morrison is 100% owner of retail grocery chain. Mr. Lankford is lieutenant in United States Air Force, and Mr. Rogers is rural mail carrier and branch manager of realty company. Action Dec. 17.

### Actions on motions

■ Chief, Office of Opinions and Review in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music Broadcasting Co.), AM proceeding granted request by Sumiton Broadcasting and extended to Dec. 17 time to file comments to application for review of memorandum opinion and order of review board, dated Nov. 6 (Docs. 18204-5). Action Dec. 15.

■ Hearing Examiner Basil P. Cooper in Waynesboro, Pa. (TV Cable of Waynesboro Inc.), AM proceeding, continued evidentiary hearing to Dec. 19 (Doc. 18493). Action Dec. 15.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, scheduled certain procedural dates and postponed hearing to Feb. 16, 1970 (Doc. 18714). Action Dec. 17.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarkesville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, granted petition by Click Broadcasting Co. for leave to amend application to show efforts made to ascertain community needs; granted petition by R-J Co. for leave to amend application to show efforts made to ascertain community needs and to submit revised section (Docs. 18526-7). Actions Dec. 17.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, denied request by Natick Broadcast Associates for issuance of subpoena to compel production of various documents and waiver of sections of rules (Docs. 18640-1). Action Dec. 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Jan. 27, 1970 and hearing for Feb. 24, 1970 (Docs. 18768-9). Action Dec. 12.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM-FM proceeding, denied petition by Chariton Radio Co. for leave to amend application; denied petition by Mount Pleasant Radio Co. for leave to amend application, provided, however, that if Mount Pleasant Radio Co. shall notify examiner within 10 days of release of memorandum opinion and order dated Dec. 18, that it desires to have amendments accepted and application returned to processing line, amendments will then be accepted and application returned to processing line (Docs. 18594-7). Action Dec. 17.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc. and Broadcasters 7 Inc.), AM proceeding, granted motion by Summit Broadcasting and extended certain procedural dates; extended hearing to March 9, 1970 (Docs. 18489-91). Action Dec. 4.

## Existing AM stations

### Final actions

■ Broadcast Bureau granted renewal of license for KIPA Hilo, Hawaii, subject to condition that transfer consummated within 45 days date of grant. Action Dec. 16.

■ WAIT Chicago—FCC granted request by WAIT Radio for authority to file additional material in support of request for waiver of rules concerning clear channel operation and prohibited interference to existing stations.

Commission granted WAIT's request and scheduled oral argument Feb. 9, 1970. Action Dec. 17.

■ KONE Reno—Broadcast Bureau granted CP to change power and change type trans.; remote control permitted; condition. Action Dec. 17.

■ Broadcast Bureau granted renewal of license for WTLK Taylorsville, N. C., subject to condition that assignment be consummated within 45 days of date of grant. Action Dec. 18.

■ WBLF Bellefonte, Pa.—Broadcast Bureau granted CP to change frequency to 970 kc; make changes in ant. system; install new trans.; remote control permitted. Action Dec. 17.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, continued further prehearing conference to Dec. 19 (Doc. 18710). Action Dec. 12.

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnson [WECF] and Ford Broadcasting Co.), AM proceeding, extended to Dec. 23 time to file proposed findings of fact and conclusions of law and to Jan. 14, 1970, time to file replies (Docs. 18487-8). Action Dec. 15.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, WELK Inc. [WELK] and WUVA), AM proceeding, scheduled evidentiary hearing for Jan. 8, 1970 (Docs. 18585-7). Action Dec. 10.

## New FM stations

### Application

■ Rogers, Ark.—KAMO Inc. Seeks 94.3 mc, 2.8 kw. Ant. height above average terrain 312 ft. P.O. address 14 1/2 South First Street, Rogers 72756. Estimated construction cost \$34,685.36; first-year operating cost \$21,243.00; revenue \$36,000. Principals: Robert E. Sanders, sole owner. Mr. Sanders is manager of automobile agency. Ann. Dec. 22.

# BROADCASTERS

## 1st CHOICE

for

# 1KW AM



CCA AM-1000D

Sorry, you'll not be exclusive when you buy your CCA 1KW AM Broadcast Transmitter!! Your fellow relaxed, hi-fi broadcaster has already "gotten the word"!!



**CCA ELECTRONICS CORP.**  
716 Jersey Ave., Gloucester City,  
New Jersey 08030 - (609) 456-1716

# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 Member AFOOE</p>	<p><b>JAMES C. McNARY</b> Consulting Engineer National Press Bldg. Wash., D. C. 20004 Telephone District 7-1205 Member AFOOE</p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFOOE</p>	<p><b>COHEN &amp; DIPPPELL</b> CONSULTING ENGINEER: Formerly <b>GEO. C. DAVIS</b> 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 Member AFOOE</p>
<p><b>COMMERCIAL RADIO EQUIPMENT CO.</b> Everett L. Dillard, Gen. Mgr Edward F. Lorentz, Chief Engr PRUDENTIAL BLDG. 347-1319 WASHINGTON, D. C. 20005 Member AFOOE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFOOE</p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFOOE</p>	<p><b>Lohnes &amp; Culver</b> Munsey Building District 7-8215 Washington, D. C. 20004 Member AFOOE</p>
<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D. C. 20006 Member AFOOE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 Member AFOOE</p>	<p><b>GUY C. HUTCHESON</b> 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFOOE</p>
<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D. C. 20006 Telephone: (202) 223-4664 Member AFOOE</p>	<p><b>WALTER F. KEAN</b> CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 Member AFOOE</p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFOOE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>
<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member AFOOE</p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFOOE</p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 TWX 910-931-0514 <b>DENVER, COLORADO</b> Member AFOOE</p>	<p><b>A. E. Towne Assocs., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394 Member AFOOE</p>
<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 427 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 Member AFOOE</p>	<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 Member AFOOE</p>
<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>Serving The SOUTHEAST <b>FREDERICK A. SMITH, P.E.</b> Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>	<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F Austin, Texas 78751 (512) 454-7014</p>	<p><b>ORRIN W. TOWNER</b> Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 (502) 245-4673</p>

## SERVICE DIRECTORY

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St Lee's Summit, Mo. Phone Kansas City, Laclade 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>ALVIN H. ANDRUS</b> Broadcast Consulting Engineer 1926 Eye Street, N.W. Washington, D. C. 20006 Telephone (202) 338-3213 Member AFOOE</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 100,000* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</p>
<p><b>RTV International, Inc.</b> RADIO PROGRAM CONSULTATION Sheldon Singer Vice President 405 Park Avenue New York, N. Y. 10022 (212) 421-0680</p>	<p>contact <b>BROADCASTING MAGAZINE</b> 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>	<p><b>PAUL DEAN FORD</b> Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661</p>	<p><b>Telecommunication Consultants International, Inc. (TCI)</b> Offers Consulting Services in Telecommunications &amp; Electronics Data Handling Systems Gerald C. Gross, President 1028 Conn. Ave., N.W., Wash. 20036 Phone (202) 659-1155</p>

## Final actions

■ Algona, Iowa—KLGa Inc. Broadcast Bureau granted 92.7 mc, 2.73 kw. Ant. height above average terrain 194 ft. P. O. address: Box 160, Algona 50511. Estimated construction cost \$22,965.85; first-year operating cost \$10,000; revenue \$10,000. Principals: George Allen, president-general manager (percentage of ownership not indicated). Principals own KLGa-AM-FM Algona. Action Dec. 17.

■ Sparks, Nev. — Edward Henry Schultz. Broadcast Bureau granted 98.3 mc, 3 kw. Ant. height above average terrain minus 535 ft. P.O. address: 128 Keystone Avenue. Reno 89503. Estimated construction cost \$225; first-year operating cost \$7,244; revenue \$8,736. Principals: Edward Henry Schultz, sole owner. Mr. Schultz is former employe of Nevada State Department of Highways. Action Dec. 17.

■ Dunn, N. C. — North Carolina Central Broadcasters Inc. Broadcast Bureau granted 103.1 mc, 3 kw. Ant. height above average terrain 255 ft. P.O. address Box 431, Dunn 28334. Estimated construction cost \$15,300; first-year operating cost \$6,000; revenue \$6,000. Principals: A. Lincoln Faulk, president (8.51%), W. W. Hutchins, 1st vice president. C. A. Francis, 2d vice president. Alice Baggett, secretary (each 17.02%), et al. Mr. Faulk is general manager, president and stockholder of WCKB(AM) Dunn. Mr. Hutchins is minister. Mr. Francis has interest in insurance firm. Mrs. Baggett is in retail drug business. Action Dec. 10.

■ Lynchburg, Va. — Griffith Broadcasting Corp. Broadcast Bureau granted 98.3 mc, 3 kw. Ant. height above average terrain 225 ft. P.O. address Box 1510, Lynchburg 24505. Estimated construction cost \$12,386; first-year operating cost \$16,666.68; revenue \$18,000. Principals: Mildred W. Griffith, executrix of estate of Alfred H. Griffith Sr., deceased, (99%), A. Hundley Griffith Jr., president, and Mildred W. Griffith, secretary-treasurer (each .5%). Principals own WLLL(AM) Lynchburg, WJZZ(AM) Christiansburg, and WVVV Blacksburg, Va. Action Dec. 10.

■ St. Albans, Vt.—Robert I. Kimel and Bessie W. Grad. Broadcast Bureau granted 102.3 mc, 3 kw. Ant. height above average terrain 215 ft. P.O. address Box 270, St. Albans 05478. Estimated construction cost \$21,500; first-year operating cost \$24,000; revenue \$25,000. Principals: Robert I. Kimel and Bessie W. Grad (each 50%). Principals own respective interests in WWSR(AM) St. Albans and WSNO(AM) Barre, both Vermont. Action Dec. 10.

## Actions on motions

■ Chief, Office of Opinions and Review in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University), FM proceeding, granted joint request by applicants and extended to February 17, 1970 to file application for review of review board's decision released Aug. 29 (Docs. 17454-5). Action Dec. 18.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co., et al.), FM proceeding, granted petition by Monroe County Broadcasting Inc. for leave to amend application to increase staff of Monroe County's planned FM from six to nine persons and to increase estimated cost of operation for first year from \$47,000 to \$72,000 to reflect cost of three additional employes (Docs. 18673-6). Action Dec. 15.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Progressive Broadcasting Co.), FM proceeding, granted motion by applicant and received in evidence Progressive exhibit 3 and ordered record closed; ordered proposed findings of fact and conclusions filed within 30 days of Dec. 12, and replies filed within five days of expiration of 30-day period (Doc. 18600). Action Dec. 11.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Progressive Broadcasting Co.), FM proceeding, granted motion by applicant and ordered transcript corrected (Doc. 18600). Action Dec. 19.

■ Hearing Examiner Herbert Sharfman in Grenada, Miss. (Grenada Broadcasting Inc. and Pemberton Broadcasting Inc.), FM proceeding, granted petition by Grenada Broadcasting Inc. for leave to amend application by supplementing original showing in attempt to meet financial issue (Doc. 18735-6). Action Dec. 17.

■ Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters and Wireless of Indiana), FM proceeding, granted request

## 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 <sup>1</sup>
Commercial FM	2,025	0	45	2,070	134	2,204
Commercial TV-VHF	495	2	11	508	15	523
Commercial TV-UHF	124	0	57	181	132 <sup>2</sup>	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-UH	94	0	11	105	13	118
Total educational TV	167	0	15	182	20	202

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

by Wireless of Indiana and extended to Dec. 11 time to exchange engineering exhibits (Doc. 18614-5). Action Dec. 11.

■ Hearing Examiner James F. Tierney in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, ordered record to remain open and scheduled further hearing for Jan. 12, 1970 (Doc. 18520). Action Dec. 16.

## Existing FM stations

### Final actions

■ KOST(FM) Los Angeles—Broadcast Bureau granted CP to install new auxiliary trans. and ant. to be located at Main studio location; ant. height 165 ft.; ERP 3.6 kw. Action Dec. 18.

■ KWBI(FM) Morrison, Colo. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ant. height 350 ft.; ERP 25 kw. Action Dec. 18.

■ WAUG-FM Augusta, Ga.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system. ant. height 165 ft.; ERP 100 kw; condition. Action Dec. 16.

■ WWSL-FM Slidell, La.—Broadcast Bureau granted mod. of CP to change trans. location to Hudson and Algiers avenue. Slidell; change type trans. and ant.; make changes in ant. system, ant. height 350 ft.; ERP 100 kw; remote control permitted. Action Dec. 17.

■ WALM-FM Marshall, Mich. — Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1970. Action Dec. 18.

■ WIBQ-FM Utica, N. Y.—Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1970. Action Dec. 18.

■ KTEN-FM Ada, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to June 12, 1970. Action Dec. 9.

■ KJAK(FM) Oklahoma City, Okla.—Broadcast Bureau granted CP to change trans. and studio location to 716 SE 79th Street, Oklahoma City; change type trans. and ant.; make changes in ant. system, ant. height 490 ft.; ERP 100 kw; conditions. Action Dec. 17.

■ WXRA(FM) Woodbridge, Va.—Broadcast Bureau granted CP to change trans. location to 405' east of Ashton and Augustine streets, Alexandria; studio location to 523 First Street, Alexandria; remote control permitted from proposed studio location; change type trans. and ant.; make changes in ant. system, ant. height 295 ft.; ERP 50 kw; conditions. Action Dec. 18.

■ WESP(FM) Charlotte Amalie, V.I. — Broadcast Bureau granted mod. of CP to extend completion date to June 1, 1970. Action Dec. 18.

### Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-AM-TV, ordered Chronicle Broadcasting Co. to supply information specified in review board's order released Dec. 16 on or before Dec. 28 (Doc. 18500). Action Dec. 17.

## Renewal of licenses, all stations

■ WSBA-AM-FM-TV York and WARM(AM) Scranton, both Pennsylvania—FCC granted applications by Susquehanna Broadcasting Co. for renewal of licenses WSBA-AM-FM-TV and by WARM Broadcasting Inc., 90% owned by Susquehanna, for renewal of license of WARM. Grant of applications conditioned on outcome of pending civil antitrust action in U. S. District Court for Middle District of Pennsylvania in which Susquehanna Broadcasting is party defendant with requirement that licensee immediately notify commission of final disposition. Action Dec. 17.

■ Chief, Office of Opinions and Review in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, granted petition by Hubbard Broadcasting Inc. and extended through Jan. 6, 1970 to respond to petition for reconsideration filed by Midwest Radio-Television Inc. (Doc. 18499). Action Dec. 11.

## Translator actions

■ Broadcast Bureau granted mod. of CP's to make changes in ant. systems for follow-  
(Continued on page 60)

Please send

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036**

**SUBSCRIBER SERVICE**

1 year \$10  
 2 years \$17  
 3 years \$25

Canada Add \$2 Per Year  
Foreign Add \$4 Per Year

1970 Yearbook \$11.50  
January Publication

Payment enclosed  
 Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.





## Situations Wanted

### Announcers continued

First phone. Recent announcer school grad., broadcast music background, 2 yrs college. Wants to be announcer, DJ, newscaster. Available immediately. Resume; tape on request. Box A-5, BROADCASTING.

Three years experience, some college, third, military completed. Box A-18, BROADCASTING.

Young man working for top NYC station wants to go on the air. Experienced all other phases of broadcasting. Draft deferred will consider working anywhere, tape available on request. Box A-19, BROADCASTING.

Announcer—personality seeks radio-TV job in major market. Box A-33, BROADCASTING.

First phone, creative experienced announcer-production-engineer desires MOR or country. Available without delay. Box A-38, BROADCASTING.

Dan Ingram type mover, production, personality, ready to groove. Can PD. Five figure salary. Call 914-478-0878.

Available immediately, mature announcer-newsman, many years experience, third endorsed, West only. 406-252-3956.

Negro—third endorsed Broadcast Graduate student. Seeking first job, announcer DJ. Articulate—good natured, single, 35 and conscientious, Country and Western preferred. Call or write, Roy Quarles 4418 Market Street Philadelphia, Pa. 19014 Phone (215) 386-7650.

Young, experienced DJ wants rock or up-tempo MOR station. 3rd phone, Larry Lannan, 4011 N. Arlington, Indianapolis, Indiana, 46226.

Bob Case love's people and music broadcasting school graduate first phone draft exempt tight board top forty or underground announcer call 714-279-1691, 1745 West Dreacher, San Diego, California 92111.

### Technical

Graduate electronic engineer with 1st class phone desires temporary employment. Situation flexible. Location open. Call Kaiser at Muskegon, Michigan, 616-798-1348.

### NEWS

Experienced female announcer desires position in middle market doing news, womens or record shows, production, commercials. Contact me for resume, references, tape and further qualifications. Box M-216, BROADCASTING.

Small market newswoman looking for medium market radio or TV. Box M-252, BROADCASTING.

Recent graduate—leading communications college—seeks position as news or program director of university station. Knowledgeable in pop music and news organization. Responsible, personable, draft no problem. Available immediately. Box A-3, BROADCASTING.

Radio pro available in March. Program news and sports director at group station in New England college community. Awards in news and sports. 6 years at present network station. Massachusetts, or southern New Hampshire next move. Ideas and talent mean success—let's talk. Box A-8, BROADCASTING.

Newsmen experienced in all phases of news desires move from medium to large market. College grad. Minimum 200 a week. Best references. Box A-10, BROADCASTING.

Professional experienced in radio news, announcing, music programming, production and symphony orchestra administration seeks position with station committed to quality format. Married. College degree. Box A-34, BROADCASTING.

### Programing, Production, Others

For over four years I've been growing with my present company in a market of 200,000. I'm a polished professional production man with seven years experience in radio. I've run out of growing room with young pro and your company has room to grow, write me now and I will send all including top recommendations. Frank Newell 1025 No. 63rd F-10 Lincoln, Nebr. 68505.

## Programing, Production, Others

### continued

Major market programmer. Employed. Solid record. Leader. Expensive. Box A-21, BROADCASTING.

### Television Help Wanted

#### Sales

Experienced, professional, TV salesman to take over regional list. Must be strong on research, experienced in dealing with buying services, barter houses, and house agencies. This list will generate \$40,000.00 in income to the right man. A combination of rep and local experience would be helpful. ONLY, experienced TV salesmen will be considered. Box A-28, BROADCASTING.

#### Technical

Microwave chief engineer for growing data network in the Eastern part of the United States. Top salary for the right man. Full responsibility, salary commensurate with qualifications. Reply to Box M-179, BROADCASTING.

First class staff engineer wanted for operations & light maintenance, excellent colorized station, great midwestern city, union scale, two weeks paid vacation after one year, other benefits. Send complete resume to Box A-4, 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.

Engineering supervisor and engineering trainee needed for newly equipped full color operation. Supervisor applicant must have minimum 5 years' experience; both positions require first phone. Apply to D. A. Doughty, Director of Engineering, WDCA-TV, 5202 River Road, Washington, D.C. 20016.

Studio technician for full color, two-station ETV operation. Requires first phone, one year related experience. Competitive salary, excellent benefits. Contact Chief Engineer, WMVS/WMMV, 1015 N. Sixth St., Milwaukee, Wisc. 53203.

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., WNHC, 135 College Street, New Haven, Connecticut 06510.

### Programing, Production, Others

TV Producer/Director. Top station needs versatile man. Must have strong background in documentary films as well as studio directing and producing. Will produce and direct news, entertainment, children's programs, prime time specials. Send letter and resume to Box A-37, BROADCASTING.

## Situations Wanted

### Management

A mature, seasoned and fully experienced General Manager will soon be available. He is a cost-conscious, economy-oriented Administrator, eminently qualified to manage your station from original application, through construction, to on the air. Fully knowledgeable at all Sales levels; capable film buyer; An "Up-through-the-ranks" professional broadcaster, equally at home with Agency, Network or Client; on-camera or microphone, control room or broom closet. Excellent industry references. Presently employed. Your inquiry receives a prompt reply. Box A-29, BROADCASTING.

General Manager—Offers to station all the qualifications for success. Past experience includes putting profitable UHF on the air. In present situation with independent station have reversed previous management's declining market position to highest gains of any station in very competitive market. If you need a highly respected professional keenly motivated for running up profits please contact Box A-35, BROADCASTING.

Operations manager-program manager; 12 years television experience, all phases. Art Christ, 608-784-8807.

### Announcers

Experienced professional meteorologist, age 34, desires permanent position in television weather-casting. Presently located in Chicago, will relocate. Excellent credentials. Box M-260, BROADCASTING.

## Announcers continued

Young, articulate talk host-announcer seeks solid move. . . . Box A-32, BROADCASTING.

### News

Newsfilm Editor—Currently supervise editing of all newsfilm at full-color news-oriented network. VHF in Top Ten Market, where newsfilm constitutes seventy percent of each newscast. Desire to work in hard newsfilm editing, television documentary editing, or a combination of both. Experienced, young, college graduate, military veteran. Excellent references. Available immediately. All replies answered. Box A-26, BROADCASTING.

News Director—Young married man with degree, six years experience in P. R. radio, and TV, two national news awards. Desire move up to news director. Prefer midwest or mountain states. Tape and resume available on request. Box A-39, BROADCASTING.

Cinematographer, getting out of Navy. Ten years experience. Skilled all phases of motion picture and still photographs. Presently with the Armed Forces Television Network in Vietnam. Twenty-seven years old, aggressive, and knows what it takes for top notch news. Experience writing, announcing, and all phases of TV news production. If you're looking for a top notch, aggressive man, available April 70. Box A-40, BROADCASTING.

### Programing, Production, Others

Major market television documentary producer to head up station's film production unit. Box A-2, BROADCASTING.

Knowledgeable bottom rung TV artist seeks growth opportunity. Box A-24, BROADCASTING.

Promotion manager in small market desires position in larger market. Experienced in all phases of production and directing. Resume and references available. Write Box A-25, BROADCASTING.

Art Director—Production Coordinator—Program Developer. Complete Scenic and Graphics Designer: Titles, Presentations, Promotions, Advertising. 15 years all phases TV Production. Live Network, Film Series, Commercials. New York-Hollywood. Architectural degree and experiences. Box A-27, BROADCASTING.

Meteorology trained weatherman—12 yrs. television. Art Christ, 608-784-8807.

### 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.

Dumont television station equipment, including cameras, monitors, transmitters, oscilloscopes, and voltage calibrators, must be pre-1950. 20BP4, 15AP4, 12IP4 CRTs. Dumont receivers, models RA-101-RA-106. Schwartzman, 73 Bridge St., Corning, New York.

Need used Ampex VR 1100 Monochrome recorder with intersync, editor, processing, amplifier, and Amtec. Contact, WFSU TV, 202 Dodd Hall, Florida State University, Tallahassee, Florida 32306.

### FOR SALE—Equipment

Coaxial-cable—HeliMax, Styroflex, Spiroline, 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.

RCA BTA 5F 5 kw AM broadcast transmitter. \$3000. FOB Spokane, Wn. Terms. Radio Station KJRB, P.O. Box 8007, Spokane Wn. 99209. (509) KE 4-8143.

"Gates ST-101 spotters; two available with instruction book \$150.00 each or both for \$290.00 F.O.B. Paris, Illinois. WPRS Radio, Paris, Illinois, phone 217-465-0153."

Gates SA 38 Limiter and MO2639 Modulation monitor—Good Condition Reasonable. Radio KBLW, Logan, Utah.

Tower Erectors Wanted throughout the United States. Swager Tower Corp., Fremont, Indiana, 46737.

## FOR SALE—Equipment

### continued

Many Towers to be erected in United States. Need Sub-contractors. Contact: Swager Tower Corp., Fremont, Indiana, 46737.

Self-supporting 210' can go to 300'. Bill Angle, P.O. Box 55, Greenville, N.C. 919-752-3040.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

"Get that Job". Comprehensive guide and report for job seekers. \$2.00. Box L-247, BROADCASTING.

DJs/announcers—unemployed? Depressed? Audition tapes evaluated professionally. Enclose \$5.00 M.O. Box L-44, BROADCASTING.

Fast customized bingo card service, etc. 515-423-1943. Bingo, Box 270, Mason City, Iowa 50401.

## INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veteran's Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946 Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for January 7, April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

## INSTRUCTIONS continued

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Jan. 5, Feb. 9 & March 16. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First Class license in four weeks or less at T.I.B. . . . tuition \$295.00. . . . results guaranteed.

T.I.B./Music City. Veteran Approved. Next class starts January 12. Tennessee Institute of Broadcasting, 2106 A 8th Avenue South, Nashville, Tennessee 37204. 615-297-8084.

T.I.B./Miami . . . class starts January 12th. . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1964-69, one week sessions were held in Washington, Minneapolis, Los Angeles, Portland and Seattle. An outstanding success rate has brought expansion in 1970 to Chicago, Atlanta, Detroit and Boston. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Chicago—one week first phone instruction, Feb. 27th to March 5th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Washington—one week first phone instruction, Feb. 19th-25th, for our audio-visual students. Bob Johnson, 1060 Duncan, Manhattan Beach, Calif. 90266.

San Francisco's original course for FCC license in six weeks. Now starting our second year of successfully preparing our students to pass the FCC examination. Enrolling for Jan. 26, March 16, May 4, June 15. Success guaranteed. Free placement. School of Communication Electronics, 150 Powell St., S.F., Calif. 94102. (415) 392-0194.

## RADIO

### Help Wanted—Sales

#### SELL AUTOMATION EQUIPMENT

Midwest and Southwest territories open

Be a full-time area sales manager for the leading supplier of automated control equipment and taped music services for radio. Sales, related engineering or broadcast management experience essential. Our men in other territories earning \$25,000 to \$45,000. Draw and all expenses paid. Send resume to:

Irv Law, YP, Sales, IGM, P. O. Box 943, Bellingham, Wash. 98225.

## EXPORT SALES BROADCAST EQUIPMENT

Career opportunities for several area sales managers in Export Department of radio and TV broadcast equipment division of Harris-Intertype Corporation. Positions are in New York City Export Department and would require some overseas travel. Must have strong technical knowledge of radio and TV transmitting equipment. Engineering degree and fluency in one foreign language, preferably French, Spanish or Portuguese is desirable. For further information send resume to William W. Strong, Professional Employment Supervisor, 123 Hampshire.

**GATES RADIO COMPANY**

A Division of Harris-Intertype Corporation

Quincy, Illinois 62301

An equal opportunity employer (M&F)

## RADIO—HELP WANTED

### NEW MEXICO IS A GOOD PLACE TO LIVE

- Openings for DJs, salesmen, engineers, news-men and combos in small to medium sized markets. Applicants from nearby states preferred. Send typed resume and requirements.
- New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

## Announcers

### Announcer-Technician

KOH, Reno, Nevada, 1st Phone combo, immediate opening. Minimum two years announcing experience. Previous employers checked for reference. Excellent salary and benefits. Send resume and tape or apply in person.

#### Personnel Department

McClatchy Broadcasting

21st & Q

Sacramento, California 95813

(An Equal Opportunity Employer)

# Attention Owners

Why not let our "head-hunters" find qualified executives, salesmen, and air talent for you!

We have helped hundreds of radio and television stations in all size markets coast to coast improve their ratings, sales and net profits by recruiting outstanding personnel.

Our fee is less than you would spend to do the same "search" work yourself. And, it's not so frustrating!

Call today!



#### Contact

Ron Curtis, Pres.  
312-337-5318  
645 North Michigan Avenue  
Chicago, Illinois 60611

*Nationwide Broadcast Personnel, Inc.*

### Help Wanted

#### Programing, Production, Others

#### \$100.00 REWARD

I'll pay \$100.00 to anyone who can find me the following person: A married man with a good personal reputation who can program manage a daytime radio station. He must have a first ticket. Absolutely no maintenance. He must possess a mature voice. Be able to direct personnel. Have a good knowledge of pop-contemporary music and games and contests. Must be willing to work hard. \$9000.00 to start. Reward will be paid to person giving me lead to this man as soon as he reports to work.

Box A-22, Broadcasting.

#### TELEVISION—Help Wanted Management

#### GENERAL MANAGER TV STATION

Major group operator seeking General Manager for network affiliate outlet in metro market of one million. Outstanding opportunity. General manager experience preferable. Send resume to:

Box A-13, Broadcasting.

#### WEATHERMAN

We are looking for an experienced TV weatherman from a small market that is ready to move up. Picture, resume to:

Box A-15, Broadcasting.

#### Technical

#### Midwest

TV Chief Engineer for well established VHF station. Prefer candidates with E.E. degree or equivalent. Starting salary up to \$20,000.00 depending on experience. Confidential. Right:

Box A-23, Broadcasting.

#### NEWS

#### NEWSFILM EDITOR

Must be experienced in editing newsfilm and want to advance in this area. Salary open.

Send resume and salary requirements to:  
Box M-262, Broadcasting.

#### TV NEWS DIRECTOR-ANCHORMAN

Major market facility. Send picture, resume to:

Box A-14, Broadcasting.

#### FOR SALE—Equipment

#### For Sale

"One complete Stereo Automation System; one year old; major manufacturer. Changing formats.

Bob Thorburn, WLBB Radio,  
Box 569, Carrollton, Georgia"

### Employment Service

527 Madison Ave., New York, N.Y. 10022

# B

**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

#### NETWORK ASSUMES FEE RADIO TIME SALES

1-3 Years any Media Sales Experience Qualifies. \$14,000 Expenses/Company Car CONTACT MR. FONTAINE

MASON

Personnel Assoc., Inc. (agency) 661-4630  
342 Madison Ave. at 43rd St., Suite 460.

### INSTRUCTIONS

# R E I

**F.C.C. 1ST PHONE IN  
5 WEEKS**

**TOTAL TUITION \$360**

ROOMS and APTS. \$15-\$20  
PER WEEK

**ATTEND SCHOOL IN**

*Glendale, Calif.  
Fredericksburg, Va.  
Kansas City, Mo.*

OR

**1336 Main St.  
Sarasota, Fla. 33577  
Call 813-955-6922**

### MISCELLANEOUS

#### M-O-R HITS/THE 60's

A NECESSARY PROGRAMMING GUIDE  
FOR THE 70's

An alphabetical listing of nearly 1,500 Middle-of-the-Road OLDIES. (1960 through 1969) Also listed is the numerical high-point of each oldie and the date it reached its national peak.

"THE MUSIC DIRECTOR", Box 177,  
Chestnut Hill, Massachusetts 02167.  
25% discount for current "MUSIC DIRECTOR" clients.

### BUSINESS OPPORTUNITY

#### SENIOR BOWL FOOTBALL GAME

Complete Local Sale  
Lines Paid  
Sat. Jan. 10, 1970

EMPIRE SPORTS PRODUCTIONS

P. O. BOX 30  
Keeseville, New York 12944  
518 834-9082

### FOR SALE—Stations

#### South Station

Suburban, major market, radio station in South. Needs management. \$250,000. Liberal financing possible to responsible persons.

Box M-263, Broadcasting.

#### La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

#### STATIONS FOR SALE

1. SOUTHERN CALIFORNIA. Full time. AM-FM. Growth market. \$200,000. Excellent terms.
2. CALIFORNIA. Prestige market. Price \$300,000. Terms.
3. WEST SOUTH CENTRAL. Exclusive. Full time. Profitable. Price \$130,000. Fine terms.
4. TEXAS. Exclusive. \$63,000. Terms.

#### Jack L. Stoll and ASSOCIATES

6381 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

#### TOP 50 MARKET

AM-FM Radio Stations  
Network Affiliated  
Well Established  
For sale by owner

Box M-195, Broadcasting.

Tenn.	small	AM & FM	60.5M	29%	Miss.	Sm-Sub	daytime	135M	29%
Penn.	small	FM	160M	29%	Mich.	small	AM & FM	113M	cash
Idaho	medium	daytime	200M	29%	N.H.	medium	daytime	90M	29%
Ore.	metro	daytime	225M	29%	Ks.	metro	FM	65M	50%
MW	major	FM	175M	cash	East	major	AM & FM	1.3MM	cash



**CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 55)

ing UHF translators: K80CO Gold Beach, Ore.; K72DK Elgin, La Grande, Union and Baker, all Oregon; W72AK White Haven, Pa.; W80AH and W82AJ both White Haven, Pa. Actions Dec. 17.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K06BD and K07CD both Nile Valley, Wash.; K12AF Riggins, Idaho; K08DL, Westport, Grayland, K10EK and K12DA all Ocoosa, Ocean Shores, Ocean City, Copalls, and Pacific Beach, all Washington; K13JL White Bird, Idaho. Action Dec. 16.

■ K74BK Globe and Miami, all Arizona—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Dec. 17.

■ K72CK Globe and Miami, both Arizona—Broadcast Bureau granted CP to change primary TV station to KPAZ(TV) Phoenix and change type trans. of UHF translator. Action Dec. 17.

■ Clifton City Corp., Clifton, Idaho—Broadcast Bureau granted CP's for new VHF translators to serve Clifton on ch. 8 by rebroadcasting KUTV(TV), ch. 10 by rebroadcasting KCPX-TV and ch. 13 by rebroadcasting KSL-TV, all Salt Lake City. Action Dec. 18.

■ K71BW Hays, Kan.—Broadcast Bureau granted mod. of CP to change frequency of UHF translator from ch. 71 to ch. 70; change call letters to K70FE. Action Dec. 15.

■ Village of Center, Center, Neb.—Broadcast Bureau granted CP for new VHF translator to serve Center on ch. 12 by rebroadcasting KTIV(TV) Sioux City, Iowa. Action Dec. 18.

■ Moapa Valley Television Maintenance District, Glendale, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Overton on ch. 76 by rebroadcasting KHBV(TV) Henderson, Nev. Action Dec. 18.

■ Winner Junior Chamber of Commerce, Winner, S. D.—Broadcast Bureau granted CP for new VHF translator to serve rural area northeast of Winner on ch. 7 by rebroadcasting KORN-TV Mitchell, S. D. Action Dec. 18.

## CATV

### Final action

■ Mt. Carmel, Pa.—FCC directed Kar-Mel CATV Systems Inc. CATV owner, to show cause why it should not be ordered to cease and desist from further violation of carriage and program exclusivity requirements. Commission ordered consolidated hearing with Jepko Community System, competing CATV operator in Mt. Carmel, Pa. In same action, commission denied petition for special relief filed by Jepko (Doc. 18630). Action Dec. 23.

### Actions on motions

■ Chief, Office of Opinions and Review in Manatee County, Fla., petition by Manatee Cablevision Inc., to stay construction and operation of CATV distribution facilities by General Telephone System, General Telephone Co. of Florida and GT&E Communications Inc., granted joint motion by Manatee Cablevision General Telephone Company of Florida, General Telephone & Electronics Corp. and GT&E Communications Inc. and extended through Jan. 14, 1970, to file proposed findings, and through January 29, 1970, to file reply findings (Doc. 18610). Action Dec. 15.

■ Hearing Examiner Thomas H. Donahue in Goldendale, Wash., (Wishram TV Inc.), CATV proceeding, terminated hearing and certified case to the commission (Doc. 18702). Action Dec. 17.

■ Hearing Examiner Herbert Sharfman in Paris, Ill. (Cardinal Telecab Corp.), CATV proceeding, granted motion by Cardinal Telecab Corp. for clarification of issues to permit introduction of evidence on question of waiver of rules (Doc. 18694). Action Dec. 10.

■ Hearing Examiner Herbert Sharfman in Paris, Ill. (Cardinal Telecab Corp.), CATV proceeding, dismissed petition by Illiana Telecasting Corp., licensee of WTWO(TV) for leave to intervene (Doc. 18694). Action Dec. 15.

### Other action

■ Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, granted motion filed

Dec. 19 by Taft Broadcasting Co. and extended time for filing responsive pleadings to petition for deletion and change of issues filed by Taft on Oct. 9 until five business days following commission action on joint request for approval of agreement filed by Taft Broadcasting Co. and Newhouse Broadcasting Corp. on Dec. 11. Action Dec. 23.

## Ownership changes

### Applications

■ WNVY(AM) Pensacola, Fla.—Seeks transfer of control of Pensacola Broadcasting Corp. from Atlantic States Industries Inc. (80% before, none after) to Cleve J. Brien (20% before, 100% after). Consideration: \$80,000. Principals: Mr. Brien is general manager of WNVY. Ann. Dec. 15.

■ WQMS(FM) Hamilton, Ohio—Seeks assignment of license from Deluxe Enterprises Inc. to Trinity Broadcasting Corp. for \$230,000. Sellers: Bernard Zlenn and Detroit Bank & Trust Co., co-executors of estate of Nicholas C. Timko, sole owner, deceased. Sellers also own WBF(AM) Detroit. Buyers: Joseph Ninowski, president (33 1/4%) and Bernard F. Zlenn and The Detroit Bank & Trust Co., co-executors of Nicholas Timko estate (jointly 66 1/2%). Mr. Ninowski owns 17% of cutting tool company, 20% of insurance firm and 15% of food concern. Application to increase Joseph Ninowski's interest from 33 1/4% to 100% is pending FCC approval. Ann. Dec. 17.

■ WODI(AM) Brookneal, Va.—Seeks transfer of control of WODI Inc. from Lester L. Williams (67% before, none after) to Graham L. Jones (13.4% before, 80.4% after). Consideration: \$22,000. Principals: Mr. Jones is general manager and chief engineer of WODI. Ann. Dec. 10.

### Actions

■ KMEN(AM) San Bernardino, Calif., and KPOI-AM-FM Honolulu—FCC granted transfers of control of KPOI Broadcasting Co. from Colgreene Broadcasting Co. (100% before, none after and 51% before, none after, respectively) to Valjon Inc. (none before, 51% after). Consideration: \$1,265,562. Sellers: Orin Lehman and Albert Heit. Sellers own WHUC-AM-FM Hudson, N.Y. Buyers: Victor Armstrong, president (18.8%) et al. Mr. Armstrong is former senior vice president of Ted Bates & Co., advertising firm, New York. Buyers own KDWB(AM) St. Paul, Minn. Action Dec. 23.

■ WJZZ(FM) Bridgeport, Conn.—Broadcast Bureau granted assignment of license from Newsvision Co. to Nassau Broadcasting Co. for \$385,000. Sellers: Kenneth M. Cooper, general partner, and Edwin B. Laughlin, James K. Patrick Jr., John H. Staub II and Arthur R. Bell, limited partners. Sellers own WFTT(TV) Bridgeport. Buyers: Herbert W. Hobler, president (40.88%), et al. Buyers own WHWH(AM) Princeton and WTOA(FM) Trenton, both New Jersey. Action Dec. 18.

■ KNOC-AM-FM Natchitoches, La.—Broadcast Bureau granted transfers of control of Natchitoches Broadcasting Co. from Norman A. Fletcher (50% before, none after) to Karl F. Bailey, Robert L. Burk and David A. Bailey (jointly, none before, 50% after). Consideration: \$130,000. Principals: Messrs. K. Bailey and Burk are manager-engineer and office manager, respectively, of KNOC TV Cable Co., Natchitoches, CATV system. Mr. D. Bailey is engineer-operator for off-shore pipeline firm. Action Dec. 18.

■ KNEB-AM-FM Scottsbluff, Neb. — FCC granted assignment of licenses from Platte Valley Broadcasting Corp. to Scotts Bluff Broadcasting Corp. for \$250,000. Sellers: Russell M. Stewart, president, et al. Buyers: George H. Haskell, president, Wayne L. McIntosh, vice president (each 40%), and Leslie A. Proctor, secretary-treasurer (20%). Buyers are employees of KNEB-AM-FM. Action Dec. 23.

■ WTLK(AM) Taylorsville, N.C.—Broadcast Bureau granted assignment of license from Center Broadcasting Co. to International Broadcasting Co. for \$55,000. Sellers: Thomas M. Herndon, president, et al. Buyers: Hoyt Phillip Potts, president-treasurer, T. L. Matlock Jr., vice president, Kenneth Hammer, secretary (each 28.6%), and Lem Hafer, assistant treasurer (14.2%). Mr. Potts is general manager of WTLK. Mr. Matlock owns well drilling firm and 50% of auto dealership. Mr. Hammer owns 50% of other auto dealership. Mr. Hafer is sales manager for WTLK. Action Dec. 18.

■ KXAB-TV Aberdeen, S.D.—FCC granted

assignment of CP from South Dakota Television Inc. to KSOO-TV Inc. for \$700,000. Sellers: North Dakota Broadcasting Co. (97.9%) and John W. Boler, Constance Blackstead, Stanley Voas and Helga M. Sue (as a group, 2.1%). Mr. Boler votes stock for North Dakota Broadcasting and controls KXMB-TV Bismarck and KXJB-TV Valley City-Fargo, both North Dakota. Buyers: Gordon H. Ritz, chairman of board (36.5%), Morton H. Henkin, president (9.9%), et al. Buyers own KSOO-AM-TV Sioux Falls, S. D., and have CP for KSOO-FM that city. Action Dec. 23.

■ KYAL(AM) McKinney, Tex. Broadcast Bureau granted transfer of control of AHB Broadcasting Corp. from Robert F. B. Morse, et al. (as a group 75% before, none after) to John T. Pickens (none before, 75% after). Mr. Pickens owns 45% of KXKW(AM) Lafayette, La., and 25% of KPNG(AM) Port Neches, Tex. Consideration: \$300,000. Action Dec. 18.

■ WRIC(AM) Richland, Va.—Broadcast Bureau granted transfer of control of Clinch Valley Broadcasting Corp. from J. P. Royall Jr., John C. Gillespie (each 25% before, none after) and Opal Horne (12.5% before, none after) to Jessie W. Rusinko, Rebecca W. Boothe (each none before, 20.78% after) and Mary W. Lawson (none before, 21.08% after). Consideration: \$119,036. Principals: Mary Lawson, Jessie Rusinko and Rebecca Boothe have real estate interests. Mary Lawson and Jesse Rusinko are school teachers. Action Dec. 18.

■ WBON(FM) Milwaukee—Broadcast Bureau granted transfer of control of Industrial Sound Corp. from John E., Kay L. and Mary L. Dieringer et al. (as a group 100% before, none after) to Greater Milwaukee Youth for Christ Inc. (none before, 100% after). Consideration: \$315,000. Sellers: John E., Kay L. and Mary L. Dieringer, et al. Buyers: nonstock, nonprofit corporation, Ralph Studemann, president, et al. Mr. Studemann owns 50% of musical instrument manufacturing firm and majority of stock of musical equipment center. Action Dec. 16.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Dec. 29. 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*.

■ *Wilson, N.C.*—Burnup & Sims Inc., West Palm Beach, Fla., has been granted a 15-year franchise with 5-year renewable options.

■ *Point Pleasant, Ohio*—Paul Crabtree and Associates, Point Pleasant, has been granted a franchise. The firm will charge subscribers a maximum of \$22.50 for installation and a maximum of \$6.50 monthly.

■ *Windsor twp., Pa.*—Garden Spot Cable Service, Lancaster, Pa. (multiple CATV owner), has been granted a 10-year franchise.

■ *Ashland, Ky.*—Three firms have submitted bids for a franchise in the city: Time-Life Broadcast, New York (multiple CATV owner), which offered the city \$25,000 for the franchise plus up to 8% of the gross annual revenue over \$300,000, and would charge subscribers \$14.95 for installation and \$5.50 monthly; Suburban Communications Corp., Beverly Hills, Calif. (multiple CATV owner), which placed a bid of \$1,000 cash plus up to 10% for up to \$1.4 million of gross annual income, and would charge subscribers \$5 monthly and no installation fee; Bishop Cablevision Inc. (multiple CATV owner), which offered \$10,000 cash and up to 15% of up to \$600,000 of the gross annual income, and would charge subscribers \$10 for installation and \$5 monthly.

■ *Bay City, Mich.*—Gerity Broadcasting Co., Bay City, and Booth American Co., Detroit (multiple CATV owner) have been granted a franchise. Gerity will charge subscribers \$14.95 for installation, and Booth will charge \$15. Both firms will charge subscribers \$5 monthly and pay the city 3% of the gross annual income.

■ *Clarksville, Tenn.*—Clarksville Cable Vision Inc. has applied for a franchise. The firm was represented by Caro Catalano, a local attorney.

Although the physical operations of the network are under his supervision, Robert L. Stone, vice president and general manager of NBC-TV, disclaims any technical know-how or background.

As in previous management positions, he explains, his job is primarily a matter of putting a business background on the technical operations. "In fact," he admits, "in the decisions I've had to make it sometimes helps not to be technical—I don't get immersed in all the details. But I've learned the terms they use," he adds.

Mr. Stone's background was totally business-oriented. At the launching of his career at Cresap, McCormick & Paget, a management consulting firm, he had no intention of entering the television field.

What influenced him in that direction was the acquaintance of a young neighbor, a bachelor like himself at the time, who worked at BBDO and later moved to ABC. He was Ed Friendly, now one of the producers of NBC-TV's *Laugh-In*.

"He was a great salesman of the television medium," Mr. Stone says. "My father, who was in business on Wall Street, was dead set against the idea of me going into television, but Ed persuaded me to come to ABC. He said the medium really needed some-one business-oriented or they'd all go broke."

From his first position as account executive in the television network sales department, Mr. Stone moved up quickly to business manager and director of the television services department.

NBC hired him away from the general manager position at WABC-TV New York in 1959 to be vice president, facilities operations. He became general manager of NBC-TV in 1960. In that position, Mr. Stone gets involved in programming decisions, particularly through his responsibilities in talent negotiations and the purchase of feature films, and budgeting for programs and departments.

"The outlook for feature films on television is still very good," he maintains. "There is still adequate product that is suitable, and as long as there are dollars, producers will make a suitable product."

As for criticism of commercials in films, he feels, "if the product is bad, it's easy to find something to complain about. If you're absorbed, you become accustomed to the break, and two hours seems too long when its uninterrupted."

"We would like to study clustering, or other methods of commercial placement, though," he added.

Another of his tasks, along with the other top three NBC-TV network executives (President Don Durgin, pro-

## An NBC-TV executive who likes living in New York City

graming Vice President Mort Werner and sales Vice President John Otter) is the constant search for something new in programming.

Mr. Stone keeps up with NBC's competition by "watching everything until I know what's on everywhere," which takes some time because programs change and specials crop up, but the regular viewing on several sets in his apartment in Manhattan is influenced a great deal by what his children—all six of them—want to watch. *Laugh-In* is a favorite of all, especially for Mr.

### Week's Profile



*Robert Lewis Stone—vice president and general manager NBC-TV; b. Dec. 19, 1921, New York; attended Williams College, 1941-42; U.S. Air Force, 1942-45; with Cresap, McCormick, & Paget, management consultants, for five years before joining ABC in 1952 as account executive, television network sales; became business manager, ABC-TV sales, director, television services, general manager, WABC-TV New York and vice president; joined NBC as vice president, facilities operations, 1959; named vice president, operations and engineering, then vice president, general manager, NBC-TV, 1960; m. Sheila Ann Muldowney, May 4, 1968; children by previous marriages—Robert L. Stone Jr., 16; Peter L. Stone, 15; Elizabeth Ann Stone, 13; Mary Patricia Stone, 12; Alison Bartle, 10; Richard Bartle, 7.*

Stone because of his friendship with the producer.

Although he is enthusiastic about his job, to the point of wearing an NBC monogrammed tie to work, he is even more fervent when he speaks of his family.

"People say it's hard to raise a family in New York, but I disagree," he says. "You just have to find good schools, and we live next to a park, so the kids enjoy an outdoor life."

His two sons from a first marriage, Robert Jr., 16, and Peter, 15, he characterized as getting big enough to almost beat him at tennis, a sport he played at Deerfield Academy in Massachusetts and at Williams College in his short tenure there before Air Force duty after Pearl Harbor. His sons also are attending Deerfield.

Hockey is another sport the whole family enjoys. "We practically live in Madison Square Garden when the boys come home on vacation," he reports. "My wife [Sheila Ann Muldowney] is a champion figure skater, so she enjoys hockey just because of the skating."

Fly fishing is another sport Mr. Stone participates in with relish, and he names football and hockey as his favorite sports as a spectator.

In the "little spare time left," he and his wife like to go to the theater or the movies. "My wife is a theater buff," he said, "but we've been very disappointed in most of the Broadway productions in the last few years.

"Very often I'll come home thinking 'why did we spend the evening doing that' and wishing we had spent the time doing something else," he muses. "Lately we've been going to revivals of old plays such as 'Our Town' or going along with the children to see 'Mame' again."

In addition to the wealth of leisure-time activities available in New York, Mr. Stone has another reason for staying in the city. "Being a cab-ride away from the office is very convenient," he notes. "I've learned from when my family lived in Scarsdale [N. Y.] that you can't depend on the Penn-Central, or the New Haven going to Connecticut, or the Long Island Railroad to get you in when you want to."

Mr. Stone never had the desire to return to Williams College after his 40 combat missions in the South Pacific, for which he won the Distinguished Flying Cross and Air Medal with eight oak-leaf clusters.

"I was extremely anxious to get started working, and the consulting firm was just starting, so it was an excellent opportunity," he recalls. "I never felt the need to go back for a degree, because in those five years I got on a practical basis something even the Harvard Business School couldn't teach you."

## Truth about advertising

"Tell it like it is" has become the chant of young people in this time of change. They have a point.

Take advertising. Everybody wants "truth in advertising"—consumers, media, most advertisers, and, of course, government.

But few people tell the truth *about* advertising. Most advertising professionals have become apologists.

There are exceptions, fortunately. This publication closed out 1969 with a "Monday Memo" by Myra Janco Daniels, president of Draper Daniels, Chicago, the headline of which read "Commercials Are to Sell, Not to Make Love." And the piece winds up: "In my book the only true test of creativity in advertising is measured by the ring of the cash register."

Before those of you who live by the rate card conclude that we have lost our marbles and are playing into the hands of the modern Philistines, just hear us out.

What is truth in advertising? When a candidate for public office uses make-up, or a toupee, or even false teeth, is he deceiving the public? What about other performers, male or female, who use devices to enhance their appearance as they "sell" themselves to their publics while seeking to create greater "demand" for what they have to offer?

Is an advertiser deceiving the public when he uses mock-ups, rather than make-up, to enhance the appearance of his product—as long as the product lives up to the claims made for it?

The Federal Trade Commission seems to think so, dating back at least to the celebrated 1964 Palmolive Rapid Shave sandpaper test case.

The FTC soon will be operating under a new chairman. In determining future policy, particularly in regard to TV commercials now under constant scrutiny, the FTC should take a nonpartisan look at the selling of candidates for public office. The standards applying to advertising for commercial goods and services and those applying to advertising for political candidates ought to be in line.

For starters the FTC might want to read Joe McGinniss's popular book, "The Selling of the President, 1968." Mr. McGinniss hates the concept of political advertising, but his book proves that it is fundamental to modern politics. Any sensitive citizen ought equally to hate political advertising that deceives, but does anyone believe that Richard Nixon won the election by deception?

The Richard Nixon in the White House is the same Richard Nixon on the television tube in the autumn of 1968. That is the test of Mr. Nixon's campaign advertising. No sterner test ought to be asked of a box of washing powder or a bottle of mouth wash.

## Declaration for independence

If present plans jell, the Nixon administration will soon propose a reorganization of telecommunications policy making and, perhaps, spectrum management. How radically the proposal may differ from present arrangements remains to be seen, but, as was reported in this publication last week, at least some White House staff members are talking of a long-range project leading toward a consolidation of planning and management in the executive branch.

In the interests of administrative efficiency there may be something to be said for a centralization of powers.

But political realities must be considered too. On balance the principle of the independent agency—the FCC as originally conceived—has proved to be workable and worth preserving.

By definition the allocation of the spectrum proceeds by resolution of conflicting claims. Right now, for example, the land-mobile-radio interests are attempting, by all the means they can think of, to wrest spectrum space from television broadcasting. Ideally the outcome of that case, as of any other, will be decided on a finding that one claimant would provide a larger service to the public than the other. Practically, the public-interest finding is often hard to reach and always subject to conflicting political pressures.

As the system now operates, the land-mobile forces and the television broadcasters are conducting their dispute before the FCC. On the not-so-distant sidelines are congressmen who have been induced to take an interest on one side or the other, primarily at the instigation of a well-financed land-mobile lobby. The FCC cannot ignore the congressional interest in the case, but neither must it vote according to its reading of prevailing winds from the Hill. If anything, the congressional interest will serve more to hasten an FCC decision than to affect it.

The judgment that the FCC must ultimately face in any contested case comes not from the Congress but from the courts. Individual congressmen may make threats, and congressional committees may even make investigations, but not much else is apt to happen. The appellate courts, however, are available to any petitioner who believes the FCC did him wrong.

This arrangement may not be particularly tidy, but it contains desirable checks and balances that would be missing if spectrum allocation and management reposed in the executive branch. Disputes such as the one between television and land mobile could be decided unilaterally. A probably analogous case can be seen in the Nixon withdrawal of international air routes that had been awarded by Lyndon Johnson. It is difficult to believe that political clout will be ignored in the settlement of that situation.

For the public's benefit spectrum supervision belongs where it is. The improvements should come in FCC staffing and funding.



Drawn for BROADCASTING by Sid Hix

"I'll be damned glad when all these bowl games are over!"



## **Troop 103 finds gold on Park Street.**

Digging into the basements and attics of families and friends, this scout troop 103 in Grand Rapids came up with the fixings for a rummage sale. One of the Fetzer radio stations in Grand Rapids came up with the crowds, by promoting this event on it's five-minute "Roundup" — a feature of coming events. Result: everyone went home happy, and the scouts had needed cash for upcoming activities. It's a nice arrangement.

It's real community communication.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	<b>WJEF</b> Grand Rapids	
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WWTV-FM</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City

*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*