



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

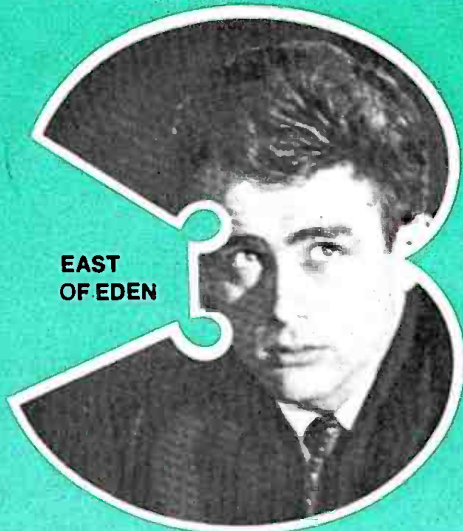
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60 STAR-LIT FEATURES for top movie-night scheduling are in

Starlite

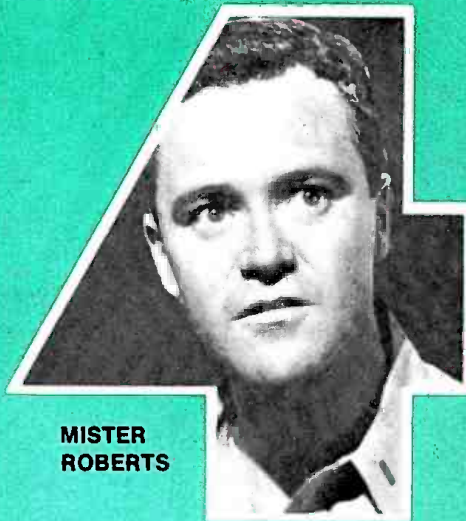


EAST
OF EDEN

**30 FEATURES
(19 in Color) including:**

- BLOOD ALLEY
- CAPTAIN HORATIO HORNBLOWER
- I CONFESS
- SILVER CHALICE
- YOUNG MAN WITH A HORN

Starlite



MISTER
ROBERTS

**30 FEATURES
(16 in Color) including:**

- BRIGHT LEAF
- I'LL SEE YOU IN MY DREAMS
- MACOMBER AFFAIR
- REBEL WITHOUT A CAUSE
- A STAR IS BORN

NEVER ON NETWORK TV

FROM

WARNER BROS. TELEVISION

a KINNEY NATIONAL Company

NEW YORK • CHICAGO • DALLAS • LOS ANGELES



THE GREAT BRITON ALL-AMERICAN BOY

When it comes to reaching the great American public, local broadcasters have their own problems.

Fortunately, Group W Productions continues to be a natural resource for local stations.

As talk shows come and go, "The David Frost Show" reinforces our record as the country's most successful syndicator of this program format.

With the recent addition of Atlanta, Sacramento, Ft. Myers and Minneapolis-St. Paul, "The David Frost Show" is now seen in 70 markets across the Union.

And doing "alright Jack." Because David has the ability to get celebrities who normally shy away from the spotlight to say the most remarkably candid things. As well as the knack of getting public figures to shed light on important national and international issues.

CITY	AUDIENCE SHARE	TV HOMES	ADULTS	TOTAL WOMEN
9-10:30 AM Jacksonville WJXT	54%	52%	57%	57%
Miami WTVJ	47%	48%	51%	49%
4:30-6 PM San Francisco KPIX	37%	37%	46%	48%
Youngstown WKBN	26%	37%	56%	56%
8:30-10 PM New York WNEW	10%	10%	10%	11%
Washington, D.C. WTTG	13%	16%	16%	18%

The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service noted. Source: Nov. '69 ARB.

While we don't have any Gallup polls to show, we do have some recent ARB figures.

Which indicate that mornings, afternoons, and prime-time The Great Briton is turning out to be a regular All-American Boy.

STAR SPANGLED BANNER, STILL WAVING?

A look at the kids who "DIG" their country.

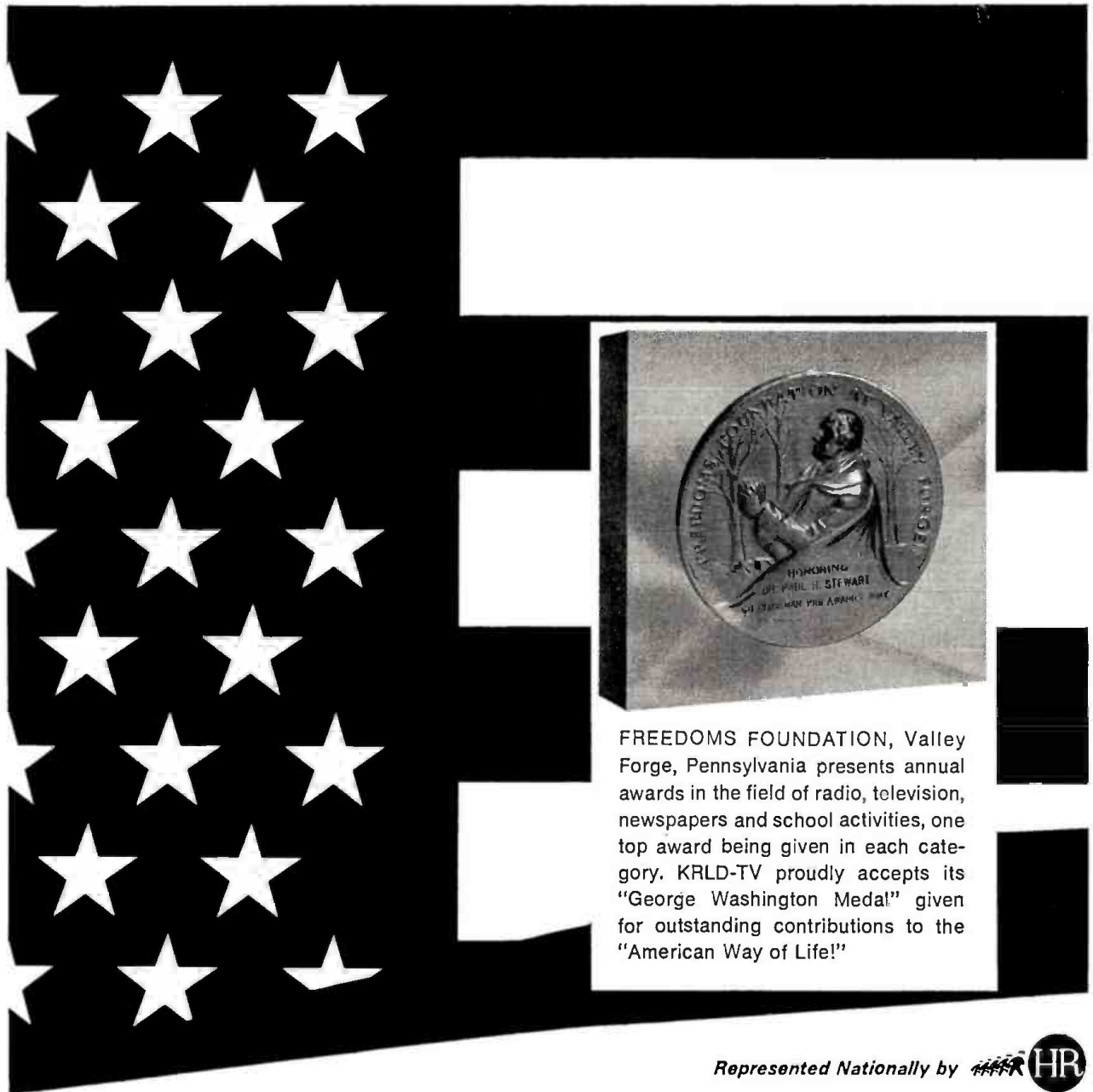
Channel 4's news department wanted to show the "other side" of American youth; those who are not defying authority, participating in acts of vandalism, or using illegal drugs, but those who go about their business within the law. Kids who, like their forefathers, still love the country, their home, and their God, and don't hesitate to show it. For this presentation KRLD-TV won the coveted Freedoms Foundation George Washington Medal.

KRLD-TV



**The Dallas Times Herald
Station**

CLYDE W. REMBERT, President



FREEDOMS FOUNDATION, Valley Forge, Pennsylvania presents annual awards in the field of radio, television, newspapers and school activities, one top award being given in each category. KRLD-TV proudly accepts its "George Washington Medal" given for outstanding contributions to the "American Way of Life!"

Represented Nationally by 

30-year gestation

Radio's most unusual time-sharing arrangement, in dispute for three decades, has been amicably resolved by WFAA(AM) Dallas and WBAP(AM) Fort Worth. Stations, under their own calls, in hyphenated market, have shared time on 820 kc with 50 kw and on 570 kc with 5 kw. Under agreement, about which FCC is being notified, *Star-Telegram*-owned WBAP becomes full-time occupant of 820 kc as NBC Radio affiliate; *Dallas News*-owned WFAA takes over 570 kc with ABC Radio. With separation, 50 kw plant becomes property of WBAP which pays WFAA differential of \$3.5 million.

Quick action

With FCC policy on commercialization now established (BROADCASTING, Feb. 16), stream of letters to stations whose commercial policies and practices have been under scrutiny is issuing from commission. In past week, 10 have been sent. One, offering "final opportunity" to file additional information on commercial practices, went to WPAQ(AM) Mt. Airy, N. C., whose renewal application is now pending. Station proposes to carry more than 18 minutes of commercials in more than 10% of its hours. Three stations whose renewals are not yet pending but whose practices exceed new standard were given opportunity to revise their policies or justify them—or face hearing. Stations are WACR(AM) Columbus, Miss.; WSHO(AM) New Orleans; and KEEL(AM) Shreveport, La.

Remaining six stations had proposed to carry more commercials than new FCC standard permits, but none had actually sold that many. FCC advised them no action is required since their actual performance is within permissible limits. Stations are KLRN(AM) Mountain Grove and KLID(AM) Poplar Bluff, both Missouri; KDXE(AM) Little Rock and KLCN(AM) Blytheville, both Arkansas; WBRB(AM) Mt. Clemens, Mich., and WJPR(AM) Greenville, Miss.

One after another

Electronic manufacturers — mainly in consumer field—are complaining all over Washington about what they allege Nixon Administration is doing to them. Some contend they switched from Democratic ranks because they feared they would be saddled with excise tax on television sets to underwrite costs of

Corp. for Public Broadcasting, which still hasn't been resolved.

What they are grouching about: vastly increased duty-free imports of TV, AM-FM and all-band receivers, plus solid-state tape recorders and other electronic gear from Japan, under-cutting domestic manufacturers; crackdown on allegedly excessive radiation from TV receivers; make-goods on TV sets because of fire-hazard scares; FCC action on continuous lock-in tuning of UHF channels along with VHF, and drive for mandatory AM-FM transistors following precedent of VHF-UHF receivers.

Hot export

CBS-TV's *Carol Burnett Show* has hit international jackpot, with reported sale of one-hour variety series to BBC for showing on its second TV network. *Burnett* is shaping up as one of fastest-selling series in CBS Enterprises' overseas portfolio, with sales now in 25 markets. Variety series usually are hard to sell abroad because of preference for home-grown stars.

Austerity in Chicago

Banquets are out for TV-network affiliates at National Association of Broadcasters convention in Chicago this year. In past, all three networks have held elaborate dinners with star entertainment for their respective affiliates; this year, none plan to. ABC-TV will have closed meeting with affiliates at noon Sunday, April 5, with cocktail party afterwards. CBS-TV has dropped banquet, but alternative plans are not clear. NBC will have its usual cocktail party Sunday evening but with extra supply of hors d'oeuvres standing in for dinner. Nobody is offering formal explanation for changes, but economy is noted as good a bet as any.

Full-scale, season-previewing meetings between networks and affiliates will be held later: CBS-TV's May 3-6 in Los Angeles; ABC-TV's May 10-13, also in Los Angeles; NBC-TV's May 20-22 in New York.

Two shots

Pioneer TV comedian Sid Caesar, who hasn't had regular network series in some six years, is aiming two-shot effort at 1971-72 season. Both projects are half-hour comedies under development by Mr. Caesar's own, newly formed Sid Caesar Productions Inc., Hollywood. Mr. Caesar would star in

one as U.S. diplomat and in other as sort of combination Walter Mitty-Daniel Webster character in confrontation with devil. Plans, however, for hour variety series that would have teamed Mr. Caesar once again with Imogene Coca and would have been taped in London for presentation this summer as replacement show, have fallen through.

One is enough

More than ever, it appears that cigarette-advertising law will be only new piece of broadcast-related legislation to come out of 91st Congress. Copyright bill is moving at snail's pace; pay-TV controversy has produced House Communications Subcommittee resolution, but no legislation; broadcast access to House was cut down in House Rules Subcommittee and is unlikely to be resuscitated; political-broadcasting bill appears doomed in this election year; Pastore license-renewal bill is no longer considered necessary, and nothing else is likely to pick up steam in this slow-moving Congress.




























As for cigarette bill, Senate appears to have upper hand as conference begins this week (see page 9). Aides to some House conferees indicate that opposition is still alive on Senate provisions outlawing broadcast advertising and permitting Federal Trade Commission to impose health warnings in print. However, even hard-line Southern congressmen agree that cigarette advertising is destined to leave air one way or another, and much steam has gone out of opposition.

Flattening curve

Economic slowdown is beginning to be felt in spot TV. Number of leading sales executives agree that, although year started better than they had feared it would, business as whole is not exactly flourishing now, and some reps say their first-quarter business, in total, is apt to be down from 1969's first—which, however, was wallop with 16% gain over first quarter of preceding year. Some reps estimate their first quarters may be down by anything from "slightly" to as much as 5% or 6%, others say they are doing all possible to hold even. Spot radio is apparently having same experience. Pattern appears to be uneven: While some markets are down, others are up, some substantially so, with market size and location apparently having little bearing on trends.

28 reasons why news-hungry Washingtonians watch WTOP-TV for news.

February '70

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1  Martin Agronsky	2  George Allen	3  John Badilla	4  Rebecca Bell	5  Tom Braden	6  Father John Burke	7  Gil Butler
8  Charles Crawford	9  Theda Cambridge	10  Bob Dalton	11  John Douglas	12  David French	13  Charles Gertz	14  James J. Kilpatrick
15  Frank Kinsman	16  Carolyn Lewis	17  Doug Llewelyn	18  Bill Lynch	19  Frank Mankiewicz	20  Claude Matthews	21  Rod MacLeish
22  Jim Michie	23  Tim O'Brien	24  Gordon Peterson	25  Max Robinson	26  Carl Rowan	27  Ford Rowan	28  Warner Wolf

WTOP-TV

Washington, D.C.
Represented by TvAR

FCC fee-increase proposal would pinch broadcasters most with \$5,000 new-TV application fee (\$45,000 more if granted), \$1,000-plus transfer charge, annual radio-TV license fees based on spot rates and CATV charges. See . . .

FCC slips biggest tab to broadcasters . . . 21

Appeals court, in case involving renewal of KSL(AM) Salt Lake City, rejects what was in effect request that it deal with concentration-of-control-of-media question on case-by-case basis. See . . .

Fears of multiownership sounded . . . 23

FCC's Broadcast Bureau, citing 'areas where unanswered doubts remain' concerning forgery charges in KHJ-TV Los Angeles case, presses its case for hearing on qualifications of competing applicant to take over station. See . . .

Doubts hang over Fidelity case . . . 28

Week after announcing sale of nine radio and TV stations to Capital Cities Broadcasting Corp. for \$110 million, Triangle Publications Inc. reveals it plans to put rest of its stations on block. See . . .

Triangle to unload all stations . . . 29

FCC policy statement on comparative hearings involving renewal applicants is formally introduced into appeals court case in which WHDH Inc. is appealing commission's denial last year of renewal for its WHDH-TV Boston. See . . .

FCC renewal policy disputed . . . 33

After recalculating November 1969 reports, American Research Bureau tells spot-television representatives it still finds no flaws to account for results of reports showing declines in TV viewing levels. See . . .

Whose figures to believe? . . . 42

FM comes into its own, spurred by aggressive, full-time management, clever promotion, maximum music and minimum chatter. SPECIAL REPORT examines medium's leap forward in six major markets. See . . .

FM, at long last, is making its move . . . 47

In fall schedules CBS-TV will have six new shows, NBC-TV five, with NBC-TV getting Red Skelton from CBS-TV and CBS network replacing Jackie Gleason with 'Mission: Impossible.' ABC-TV still working on its lineup. See . . .

Two-thirds of fall season set . . . 62

Five educational TV's refuse to show NET program critical of U.S. military interventions. WETA-TV Washington claims program is producers opinion under guise of station presentation and is distorted by material omitted. See . . .

Even ETV has its censors . . . 65

KRAB(FM) Seattle gets one-year renewal following complaints that it broadcast program containing obscenity. In strong dissent, FCC Commissioner Kenneth A. Cox calls on big broadcasters to back small stations on issue. See . . .

FCC raps KRAB on obscenity . . . 66

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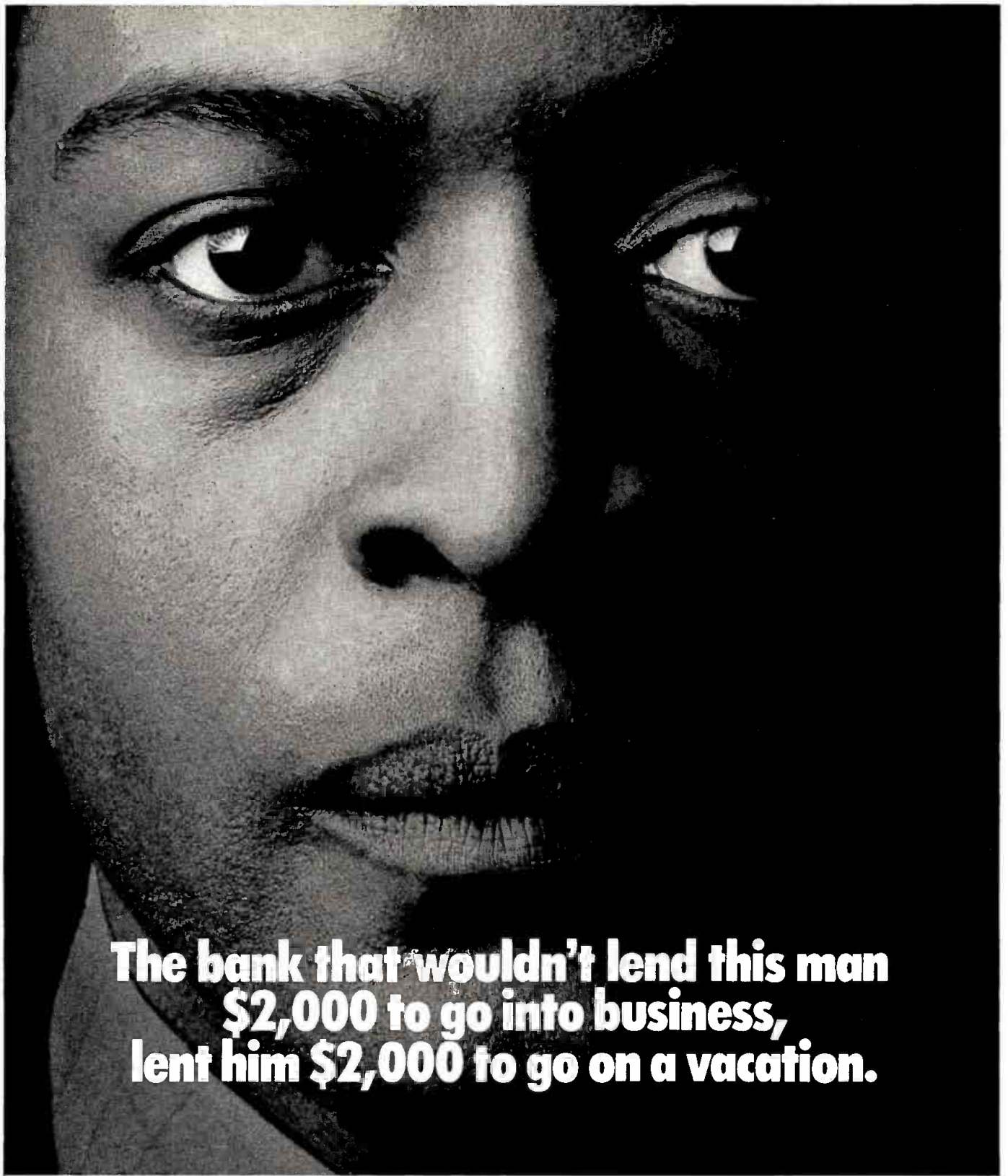


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The bank that wouldn't lend this man \$2,000 to go into business, lent him \$2,000 to go on a vacation.

The American dream of going into business is often the black American's nightmare.

You'll see what we mean in our one hour documentary, "A Piece of the Action," starring Godfrey Cambridge.

It explains how a black man, needing a loan to go into business, had to say he wanted it for a vacation.

But this special does more

than talk about the problems minority groups face in the business world. It explores the solutions with experts: successful black businessmen, labor leaders, and authorities on black capitalism.

"A Piece of the Action," is one of the 52 prime-time specials Group W is bringing to you on its five television stations throughout 1970.

This time we bring you a special about a problem no American should have to face. And hopefully, "A Piece of the Action" will help black Americans get precisely that.

GROUP



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

Comsat on the way out?

Delegates to international conference on space communications are expected to get down to single key issue—who is to manage global communications system—late this week or next.

Riding on resolution of this issue is future of U.S.'s Communications Satellite Corp. that since 1964 has been manager for International Telecommunications Satellite Consortium, operating satellites over Atlantic, Pacific and Indian oceans.

Conference resumed deliberations last week, following recess since last March (see page 60). Present were 73 delegates representing that number of Intelsat member nations plus observers from 30-odd other nations. Purpose is to arrive at definitive arrangements for worldwide satellite communications network. Present arrangements, agreed to in 1964, are temporary.

On management, two groups have evolved at conference. One, led by U.S., proposes that study by outside consultants be made of system to recommend format for management. Other, comprising many European nations, calls for establishment of "international" organization as manager of system.

General agreement on other subjects, however, is seen. These include establishment of assembly, representing all Intelsat members, with one vote per member. Over this would sit board of governors, with voting power related to investment shares of each nation, but with no nation, or group of three nations having veto power over governors' actions. At present, U.S., with over 51% interest can, with two other votes, override board's action.

Also seen as having virtual agreement among delegates is concept that would permit any nation, or regional group of nations, to establish own satellite system, provided it does not affect in major way economics of global system.

Tarzian off the hook

Tarzian Inc.'s WTTV(TV) Bloomington will get renewal of license without hearing after all. But it will get letter of admonishment for 15 minutes away time on TV station WATI(AM) as bonus buying space in commonly known *Bloomington Tribune*. FCC Chairman Burch last week tipped Tarzian's license for renewal after commission vote 3-to-3 in preliminary hearing. Consist-

ing of Commissioners Nicholas Johnson, H. Rex Lee and Robert Wells had favored license-renewal hearing ("Closed Circuit," Feb. 16).

Commission on Tuesday received word from Tarzian's counsel that bonus-offer plan had been discontinued in September 1969, and that there was no intention to reinstitute it. Commission letter to Tarzian resolving matter is being held up for dissent being written by Commissioner Johnson.

Where Burch stands

FCC Chairman Dean Burch is expected to issue statement this week stressing that he has not retreated from his position that ownership of broadcasting industry should not be restructured on case-by-case basis.

He concurred two weeks ago in vote to set renewal application of Frontier Broadcasting Co.'s KFBC-TV Cheyenne, Wyo., for hearing on concentration-of-control issue, as requested by Department of Justice (BROADCASTING, Feb. 16).

However, he said he would issue statement explaining his vote. And it is understood that it will make point that degree of concentration involved in KFBC-TV issue sets it apart from other concentration-of-control cases.

Besides owning only television station in community, Frontier owns only full-time AM, one of two FM's, and CATV system. In addition, Frontier's principals own city's only morning, afternoon and Sunday newspapers.

Renewed plea for live models

Avco Broadcasting Corp. continues its drive to get use of live models in lingerie TV ads approved by National Association of Broadcasters Code Authority. It was learned Friday (Feb.

Thrashing out cigarettes

Senate and House conferees will meet this Wednesday (Feb. 25) on cigarette-advertising legislation, it was decided Friday (Feb. 20). Conferees must iron out differences between Senate bill—which would ban all broadcast advertising of cigarettes and permit health warnings in print ads if FCC chooses to impose them—and House bill, which would change existing health warning but would bar further regulation of cigarette ads.

20) that John T. Murphy, Avco president, has sent Feb. 17 letter to code subscribers urging change in code, which he calls no longer relevant.

Mr. Murphy asks stations to view undergarment spots being prepared by Maas Foundation Wear. He says careful prescreening can insure commercials will be in good taste.

Meanwhile, it was also learned that Stockton Helffrich, code authority director, has sent out second appeal (on Feb. 18) to get answers to poll of TV members on subject. Thus far, 50% have responded. NAB TV code review board last December reaffirmed its ban on live models, but agreed to conduct poll (BROADCASTING, Dec. 15, 1969).

Comfort from strange quarters

Health, Education and Welfare Secretary Robert Finch last Friday (Feb. 20) halted order from National Institute of Mental Health that would have required NIMH employes to report all contacts with newsmen.

"This memorandum was issued without my knowledge and is contrary to departmental policy," secretary said. Order would have required immediate reports on "all conversations with any representative of news media," including details of information sought and information provided. It was described as attempt "to comply with governmental regulations," but HEW's information director said Friday that no such new policies exist.

Between time when news reports of memorandum were published and time that Secretary Finch halted memo House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) issued statement expressing great concern over "this type of activity which necessarily must inhibit the access of the press to legitimate news." Chairman Staggers said he is asking Secretary Finch for report on matter.

Lock-up on NBC schedule

NBC-TV's new programming on Wednesday nights at 10-11 next season will be "quadrilogy" of four different programs that will be presented in sequences or "mini-series" of six programs each over period of 24 weeks. This was disclosed Friday (Feb. 20) as NBC-TV officials showed new schedule to affiliates advisory board of delegates, which was described as enthusiastic about new lineup.

Programs in quadrilogy were not

made public, but it was reported most if not all of them would be developed from programs, such as *McCloud* and *SFX*, produced by Universal TV for NBC's *World Premiere* series (see page 62).

Foundation, Ohio awards made

Another honor for the noncommercial ETV series, *Sesame Street*, was added to its list in Columbus, Ohio, late Thursday (Feb. 19) as Institute for Education by Radio and Television gave its top Ohio State award this year to Jane Ganz Cooney, executive director of Children's Television Workshop, program's producer.

And several broadcasters will figure in top honors in 21st annual awards competition of Freedoms Foundation of Valley Forge. Presentation ceremonies were to be held yesterday (Feb. 22) at Valley Forge, Pa.

KXL(AM) Portland, Ore., KRLD-TV Dallas and the Oklahoma City Association of Broadcasters all received principal awards, while WSB(AM) Atlanta was accorded Distinguished Service Award (presented for 10 years of past awards. Occasion for 1969 honor was series of commentaries by Elmo Ellis, vice president and general manager of WSB).

Foundation presented awards to more than 50 individuals and organizations, and announced a list of more than 2,300 awards to be presented at about 200 regional and local ceremonies to be held in various parts of country over 1970.

Several radio-TV personalities were presented with special awards: former CBS-TV star Red Skelton was awarded national service medal for his pledge of allegiance interpretation; entertainer Anita Bryant and news analyst-commentator Paul Harvey won freedom leadership medals for their patriotic activities, and Art Linkletter and Kate Smith were recipients of national recognition awards.

Foundation said it was temporarily withholding name of recipient of principal award in its radio category, but indicated announcement would be made May 1.

Miss Cooney was selected for Ohio State Institute's Director's Award, given annually by Richard B. Hull, director, Telecommunications center. Ohio State awards have been given annually since 1936.

Thirty-nine awards were presented in various categories from field of 503 entries in this year's competition. Of awards at network level, ABC took one in TV program category involving social sciences. CBS took three radio awards for instructional radio programs and TV award in social-science field. NBC took three TV awards in social-

Week's Headliners



Mr. Parrack

Edward T. Parrack, president and chief executive officer of Ketchum, MacLeod & Grove, elected board chairman, replacing W. S. Redpath, who becomes chairman of executive committee. Mr. Redpath will continue to supervise operations of Botsford Ketchum Inc., agency's West Coast subsidiary, and international division, and Mr. Parrack will continue as chief executive officer. William H. Genge, executive VP and general manager in agency's Pittsburgh headquarters, elected president, assuming responsibility for all domestic advertising operations. W. J. Gillilan, executive VP, elected vice chairman of board.

Walter Weir retires as vice chairman of the board of MacManus, John & Adams. Mr. Weir has held that post since MJ&A merged with West, Weir & Bartell in 1968.

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

sciences fields.

Metromedia Producers Corp. took TV award for natural science program. Canadian Broadcasting Corp. took two radio awards and TV award in natural and physical sciences.

Partisan viewpoint

Vice President Spiro Agnew's attacks on networks last fall (see page 64) had good effect, one of President Nixon's daughters is reported to believe. Tricia Nixon, late last week was quoted by UPI writer Helen Thomas as saying: "The Vice President is incredible. I feel I should write him a letter. It's amazing what he has done to the media . . . helping it to reform itself."

She added: "I'm a close watcher of newspapers and TV. I think they've taken a second look. You can't underestimate the power of fear. They're afraid if they don't shape up. . . ."

Stalemate at NCCB

Board of directors of National Citizens Committee for Broadcasting apparently hammered out internal problems in all-day meeting Friday (Feb. 20), but said it would not make known results of discussions. Presumably this means new chairman has not been selected yet to replace Thomas P. F. Hoving, whose resignation as chairman became known two weeks ago (BROADCASTING, Feb. 9).

Creative urge felt

Desire to roll up their creative shirt-sleeves keeps ad agency men moving more out of management. Robert Gage, executive vice president, Doyle Dane Bernbach, said Friday (Feb. 20) that he would be abdicating his responsibilities as creative director to make commercials. Bob Levenson, senior vice president, copy chief and creative management supervisor, will take up post of creative director. Mr. Levenson has been nominated to DDB board of directors. Mr. Gage is currently a member.

In announcing change, Mr. Gage also disclosed that new creative board of directors would be instituted. Mr. Gage, William Bernbach, board chairman and chief executive officer, and David Reider, senior vice president and associate creative director, will man creative board.

Mr. Gage will continue in capacity of creative director of Directors' Studio, production house that is wholly owned subsidiary of agency. He will also continue work on Alka-Seltzer and Polaroid accounts.

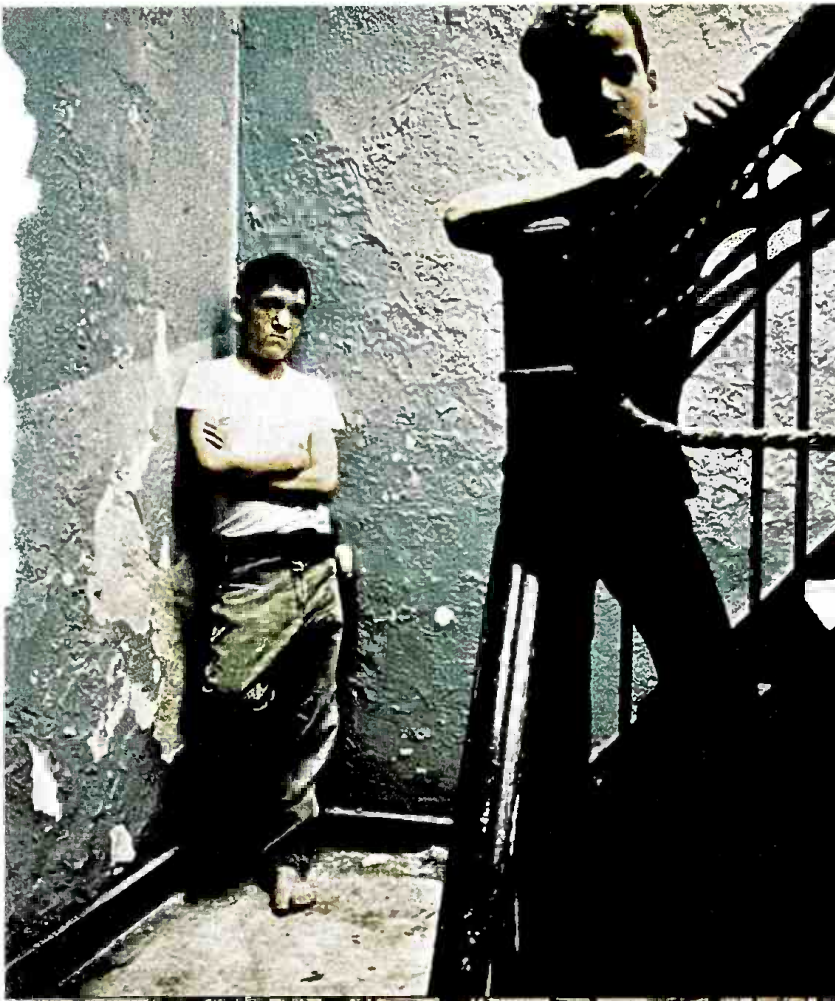
Mr. Gage's move follows by little more than month announcement by Case & Krone Inc. that agency's founders Eugene Case and Helmut Krone were renouncing all management responsibilities to give attention to creative duties.

Time earnings dip

Despite record revenues, including proceeds from sale of three CATV systems ("Closed Circuit," May 26, 1969), Time Inc., New York, static group owner, has reported decline 1969 net income to \$23.9 million, or \$3.30 per share, from \$32.1 million, or \$4.46 per share in 1968. Decline was attributed to rising and operating cost incursion troubles at St. Ives, La., Paper Co., and assured *Life* Magazine of one-million subscriptions to defunct *Saturday Post*.

For year

Earned per share
Revenues
Net income



Be it ever so humble

Across the United States, Storer stations are involving themselves with the inner city "third of a nation." In Cleveland, WSPD Radio won top honors from the Ohio AP Broadcasters Association for an editorial campaign for an editorial campaign for housing improvements. In New York, WAGA-TV fought editorially to those who are active in the use for low-cost housing. In Los Angeles, WJBK-TV has a major role in the "Home, Sweet Home" mission to help the "deadlocked" at equity." Unusual

—allowing low-income groups to use their own labor as part payment for homes. Cleveland's WJW-TV, in a positive approach to urban renewal, told how a German Village group used ethnic appeals to motivate revitalization, urged others to follow their example. In Miami, New York, Los Angeles, the Storer stations continue their campaign to make "Home, Sweet Home" more meaningful for humble people. Their genuine

concern is a major factor in Storer's longtime policy of doing as a matter of routine, things which community leaders often consider rather special —and is another reason why it's good business to do business with Storer.



STORER CLEVELAND WJW-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV
STORER NEW YORK WJW-TV	NEW YORK WHN	LOS ANGELES KCBS	CLEVELAND WJW-TV	DETROIT WDDE	TOLEDO WSPD-TV



We just put our latest products into distribution.

Like any successful business, we invest in new products too. One of our latest ones is called LOVE. A totally new concept in FM stereo radio programming.

LOVE combines progressive rock music with honest, meaningful talk. It communicates to a new kind of audience. One that's socially aware. And socially committed.

It's this audience that's our other new product.

They express a new life style which grew out of the need to bring people together. It's the audience that thinks, feels, and buys in the same way. A group with whom the buying power of the country rests. And LOVE is the only concept on radio that's effectively reaching them.

In fact, besides programming LOVE on all of our seven FM radio

stations, we've even begun to franchise LOVE to other stations across the country.

As marketing and businessmen we anticipate the needs of the changing market. That's why it took almost a year of research and development to launch the LOVE format. A process similar to the way you market your new products.

And though you won't find our new products on supermarket shelves, at least we can help move yours off them.

WABC FM, New York
KQV FM, Pittsburgh
WXYZ FM, Detroit
KXYZ FM, Houston
WLS FM, Chicago
KGO FM, San Francisco
KABC FM, Los Angeles



ABC OWNED RADIO STATIONS 

We've made a sound business out of sound.

The
**NEWEST
 MEMBER**
 OF



ELECTRONICS



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 NEW JERSEY 08030 • Phone: 609 456-1716

Datebook®

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

■Indicates first or revised listing.

February

Feb. 24—Annual stockholders meeting, *Doyle Dane Bernbach Inc.* Museum of Modern Art, New York.

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

Feb. 25—ASCAP semi-annual West Coast membership meeting. Santa Monica room, Century Plaza hotel, Los Angeles.

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.

Feb. 27—*Western States Advertising Agencies Association* annual "Man of the Year" award luncheon. David J. Mahoney, president and chief executive officer of Norton Simon Inc., Fullerton, Calif., award winner, guest of honor. Embassy Ballroom. Ambassador hotel, Los Angeles.

Feb. 27—First 1970 meeting of *National Committee for Instructional Television Fixed Service*. Jack Tar hotel, San Francisco.

■Feb. 28-March 1—First annual television seminar, sponsored by the *New York Chapter of the National Academy of Television Arts and Sciences* at Fordham University's Lincoln Center campus. Members of the board of governors will lecture. NBC's George A. Heinemann is chairman.

March

March 1-3—National meeting of *Mutual Advertising Agency Network*. Hilton Inn, San Diego.

March 3—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 3—*Broadcast Pioneers Foundation* banquet honoring KJZ Denver as pioneer station. Pierre hotel, New York.

March 3—Deadline for reply comments on FCC's proposed revision of Section 315 of Communications Act requiring eligible political candidates to request time within one week from day first eligible candidate appears on air.

March 4—Video-tape seminar with highlights from Reeves Production Services'

RAB regional sales clinics

March 23—Hotel Robert Myer. Jacksonville, Fla.

March 25—Tutwiler hotel, Birmingham, Ala.

March 26—Red Carpet Inn, Charlotte, N.C.

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

May 12—Sheraton Motor Inn (Bloomington), Minneapolis.

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

June 10—Sheraton hotel, Rochester, N. Y.

June 11—Sheraton-Boston, Boston.

"Production '70" workshop last October. Advance registration necessary, contact Dick Christian. Reeves Television Studios at Lincoln Square, 101 W. 67th St., New York.

March 5—George Heinemann, vice president of children's programs, NBC-TV, lectures on TV in *The Christophers* series in the evening at the organization's center in New York.

March 7-8—Convention of *National TV Translator Association*. Hotel Utah motor lodge, Salt Lake City. Registration forms should be mailed to Box 1, Butte, Mont. 59701.

■March 7-10—Convention, *Florida State CATV Association and Southern CATV Association*. Contact O. E. Brillante, Eau Gallie, Fla. Ramada Inn, Quality courts. Sheraton hotel, Cocoa Beach, Fla.

March 8-10—Annual meeting of *Southern CATV Association*. Cocoa Beach, Fla.

March 9-11—Seminar for engineers on system design reliability and performance monitoring conducted by *National Cable Television Center*. J. Orvis Keller building. University Park, Pa.

March 9-12—Spring conference, *Electronic Industries Association*. Secretary of Defense Melvin R. Laird will be speaker at annual awards dinner, March 11. Statler-Hilton hotel, Washington.

■March 10—International Broadcasting Awards dinner. 10th annual competition to choose best radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Los Angeles room, Century Plaza hotel, Los Angeles.

March 10—*New York State Broadcasters Association* annual meeting and dinner. Thruway Hyatt House, Albany, N.Y.

■March 11—Public hearing of the *Canadian Radio-Television Commission* to consider TV applications, low-power relay transmitter applications, CATV applications, and applications concerning ownership and control. Skyline hotel, Ottawa.

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

■March 13—*Writers Guild of America, West* 22nd annual awards ball. International Room, Beverly Hilton hotel, Beverly Hills.

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

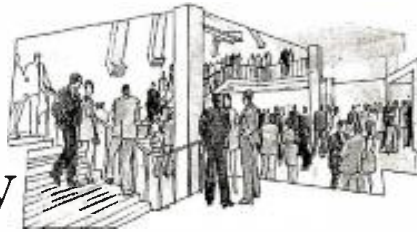
■March 15-17—Spring convention, *Pacific Northwest CATV Association*. Contact: Richard L. Cox, Heppner, Ore. Northern hotel, Billings, Mont.

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

March 16—*International Radio and Television Society* 30th anniversary dinner and gold metal award. Waldorf-Astoria, New York.


March 18-20—The Contemporary World: 1970, conference sponsored by marketing & communications division of *Dick Clark Enterprises*. Designed to acquaint youth oriented businessman with "now" generation. Speakers include Dick Clark, president of Dick Clark Enterprises; Lou Rashmir, president of Market Compilation and Research Bureau and specialist in college market; Chuck Barris, game show packager and

"S" is for SeSame Street and Second Stage




Something unuSually
Significant iS happening on televiSion thiS



SeaSon. It'S a  SerieS for
pre-SchoolerS called SeSame
Street. ThiS SerieS, taped at
Tele-Tape'S Second Stage Studio,
haS been called "SenSational!"

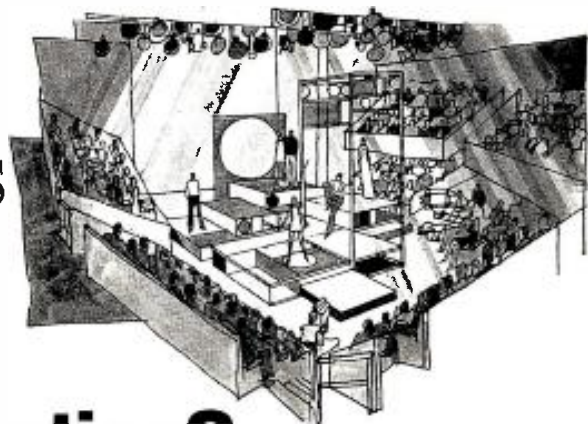
"OutStanding!" "A SmaSh!" by ScholarS,
parentS and Small fry alike!



We're proud to have  Shared
in the SucceSS of thiS Special
event. You See, we've Set the Stage for the
SeventieS with the Second Stage...

a Studio deSIGNED by
Tele-Tape expreSSly for
televiSion. So, pardon uS

 for Sounding off...
but 'S wonderful!



Tele-Tape ProductionS

one production house to call when you need complete production capabilities and facilities.
For commercials... call Jim Hartzler.
For programs... call Don Redell. (212) 582-3400/321 West 44th Street/New York, New York 10036
In the Midwest... call Keith Gaylord (312) 332-2718/135 S. La Salle St./Chicago, Illinois 60603

*This ad is
brought to you
by the letter
"S."*

M&H

IT'S 11:00 PM --- Do You Know Where Your Audience Is?

McHugh and Hoffman's job is to find out for you; not only where they are, but why they are there. Through the use of in-home, in-person interviews combined with the skills of the social scientist, we examine the strengths and weaknesses of every member of the news, weather and sports team. We uncover the same information for you about your competitors' news teams.

We also examine in-depth, all the programming areas under your control and make specific recommendations for corrective action. More than that, we work directly with you for a full year to see that these recommendations are implemented and fit the needs uncovered in the study.

If it's time for license renewal we can guide and help in the examination of community problems, as seen by both the thought leaders and the public.

We've been doing this work throughout the United States, Canada and the Caribbean for the past 8 years. 75% of our current clients have been with us an average of 4 years. Perhaps they know something you should know.

If you're interested in learning more, we'll be happy to make a presentation to you any time, with absolutely no obligation on your part. May we hear from you?

M&H

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

producer; Art Linkletter, TV personality, and Ed Wright, independent radio promotion consultant. Sheraton-Universal hotel, Los Angeles.

March 21-28—Convention of *First Advertising Agency Network* to be held aboard cruise ship Starward bound for Jamaica.

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

March 23-26—Annual international convention and exhibition of *Institute of Electrical and Electronics Engineers*. New York Hilton hotel and New York coliseum.

March 25-26—Annual meeting of *Ohio Cable Television Association*. Donald Taverner, newly elected president of National Cable Television Association, will speak. Sheraton Columbus hotel, Columbus.

April

■April 2—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■April 3—National seminar on broadcast advertising in 1970's with Hubert Humphrey as keynote speaker, Arthur Godfrey as luncheon speaker and dozen top advertiser-agency executives as participants, sponsored by *Broadcast Advertising Club of*

Chicago, Grand ballroom, Conrad Hilton, Chicago.

April 3-5—National convention of *National Association of FM Broadcasters*. Theme is "New Dimension in a New Decade." Palmer House, Chicago.

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

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

■April 6—Ninth annual seminar of Mark Century Corp. features panel discussion on relationship of the broadcast community with the performance rights organizations. Conrad Hilton hotel, Chicago.

■April 6-8—Third communication satellite systems conference, sponsored by *American Institute of Aeronautics and Astronautics*. Sessions will cover, among other things, European projects, Canadian domestic system, U. S. domestic systems, digital communications, and advanced concepts and experiments. International hotel, Los Angeles.

April 7—Convention banquet celebrating broadcasting's 50th anniversary sponsored by *Broadcast Pioneers* in cooperation with NAB, Chicago.

■Indicates first or revised listing.

OpenMike ®

Daniels disagrees

EDITOR: In your editorial of Feb. 2 you say the public will resent any significant tampering with its television reception. You couldn't be more wrong. The public is dying for someone to do something about its present television reception. — *Bill Daniels, Daniels & Associates, Denver.*

(Mr. Daniels, a CATV systems owner and broker, refers to a statement made in an editorial commenting on proposals to transfer UHF television channels to land-mobile radio. This publication has seen no evidence that the public is dying for the government to take away its television broadcast service.)

Loser pledges support

EDITOR: As you perhaps know, our friend and colleague Phil Spencer, WCSS(AM) Amsterdam, N.Y., won the election to the National Association of Broadcasters' radio board.

In an extremely close race, Phil polled 54 stations and Howard Greene, WENY-(AM) Elmira, N.Y., received 31 votes.

We have already pledged our support to Phil who will be a fine director. We congratulate him. Although we did not prevail I will always be grateful to the 52 radio stations that supported our candidacy.—*William F. O'Shaughnessy, vice president and general manager, WVOX(AM) New Rochelle, N.Y.*

An old-timer's death

EDITOR: Don Bestor, who was the musical director of the old Jack Benny radio show, died on Jan. 13. I just heard about it. The last air work that I know

of that he did was when we owned WNLK(AM) Norwalk, Conn. He was in a Mr. and Mrs. thing.

Don wrote that J-E-L-L-O commercial. I'm sure you remember Jack Benny's famous introduction: "Play, Don." —*Michael J. Cuneen, vice president-general manager, WDLA(AM) Walton, N.Y.*

Another FM plug

EDITOR: Just a brief note in regard to the "Open Mike" letter, "A Texan did it bigger," in the Feb. 2 issue of BROADCASTING—A Philadelphian did it even bigger. The *Philadelphia Daily News* and the *Hi-Fi Dealers of Philadelphia* proclaimed Feb. 3-Feb. 8 as Hi-Fi Week in Philadelphia. The Knight-owned newspaper published a 68-page section, which was led off by a proclamation by Philadelphia Mayor James Tate. How's that for one-upmanship? Keep up the good work on a fine periodical.—*Michael Muderick, Haverstown, Pa.*

Decimal point missing

EDITOR: In your Feb. 2 article on television safety, I noticed that you inadvertently reported the National Commission on Product Safety's statement of the TV industry's average of fire and smoke incidents as "12 per 10,000 sets." It should have read "1.2 per 10,000 sets." —*Jack Wayman, consumer products division, Electronic Industries Association, Washington.*

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Sol Taishoff, *editor and publisher*
Lawrence B. Taishoff, *executive VP*

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New York: 444 Madison Avenue, 10022.

Phone: 212-755-0610.

Rufus Crater, *editorial director*; David

Berlyn, Rocco Famighetti, *senior editors*;

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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*.

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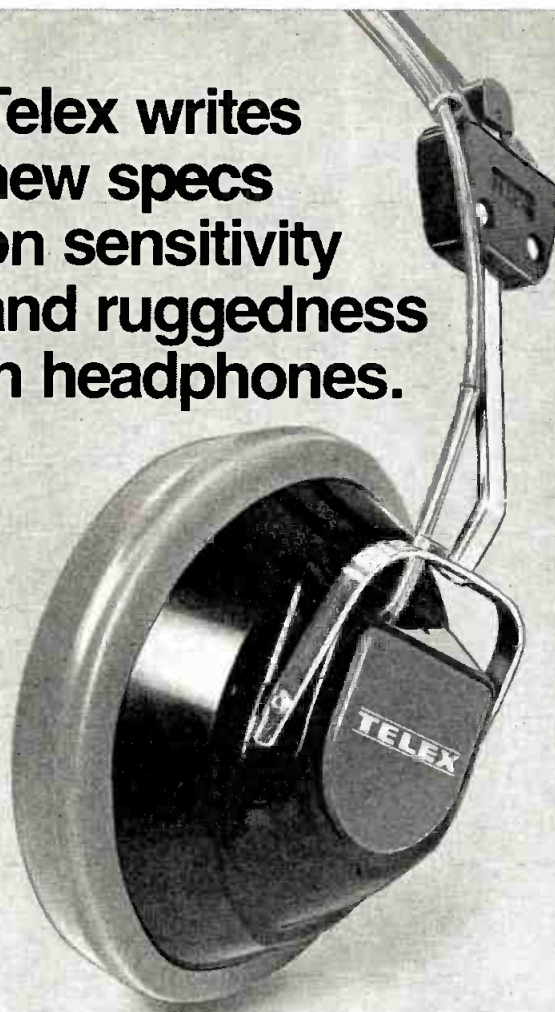
1961. Broadcasting-Television* was

introduced in 1946.

*Reg. U.S. Patent Office.

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Telex writes new specs on sensitivity and ruggedness in headphones.



the Communicator Series

HIGH SENSITIVITY AND LOW OPERATING POWER. The new Communicator Series of headphones is designed around a dramatic new driver unit that requires only absolute minimal operating power. This added efficiency allows for a substantial increase in sensitivity without any increase in distortion, making the Communicator Series the most sensitive and versatile headphones available today.

RUGGED. CONSISTENT PERFORMANCE. Unlike the soft aluminum or paper cones in most of today's headphones, the Communicator's rugged new cone is made of special material that will provide peak performance without being affected by temperature or humidity. This means that you get consistent, high quality performance, day in and day out, under the most demanding communications conditions.

For more information on Telex's new Communicator headphones, contact your nearest Telex dealer or write.



PRODUCTS OF SOUND RESEARCH

TELEX

COMMUNICATIONS DIVISION

9600 Aldrich Avenue South
Minneapolis, Minnesota 55420

How to help keep a count on the population explosion

During the coming weeks America's broadcasters will be given an unusual opportunity to support a public-service project of The Advertising Council that will directly affect and serve well the commercial interests and financial future of individual stations and the industry, and at the same time will serve their audiences, their community and their country.

It is not every day that a station manager gets the chance to help a cause that offers such multiple rewards.

What combines these dual-purpose features? The nation's 19th Decennial Census of Population and Housing, coming April 1.

The Constitution itself (in the fifth paragraph) established the census as part of American life. Every 10 years we collect a statistical portrait of our human resources and the conditions under which we live. The information serves many governmental uses and provides a spinoff of benefits for all.

As President Richard Nixon noted in a foreword of a booklet, "Uncle Sam Counts," issued by the U.S. Department of Commerce about the census:

"Even as our population has grown in size over the decades, so the functions of the regular census also have expanded. Today, we are interested not only in an accurate counting of heads, but also in a better description of our social condition. We know that unless a people can be adequately informed about their present, they cannot make intelligent judgments about their future."

(Every census item must meet a rigid test of public need, and no question is included because business asks for it. The answers to questions for official use produce a substantial body of statistics that have a general usefulness, however, and the data gathered is available to all.)

Governmental uses of census data range from the obvious to the little known. The membership of the U. S. House of Representatives (and other bodies) is apportioned by it; and in Minnesota a sheriff's salary depends on his county's population. Federal funds for economic development, school lunches and public health (to name three) rely on census information for allocation; and a Southwestern city uses neighborhood statistics on age, educa-

tion and income to determine the location of branch libraries and book-mobiles.

So the official importance of census data is apparent. But what about the self-interest of the broadcaster who helps make the 1970 census a success?

He need look no farther than his rate card, rating book, or recent order from an advertiser to find evidence of it.

- Advertisers determine the amount they spend in a market on the basis of census figures defining market size and characteristics.

- Increasingly, automated time buying imposes added reliance on a complete and accurate demographic picture of a station's coverage area. From the decennial census, time sellers gain the input the computers need for studying the market and recommending time purchases.

- Data derived from a simultaneous, nationwide, mandatory census provides the benchmark for audience-measuring services.

- Census questions on television and portable radio-set ownership (officially asked for by the FCC and civil defense) help broadcasters establish rates.

The Advertising Council has designated Census '70 as a major campaign. The volunteer advertising agency is Fuller & Smith & Ross. Advertising Council radio and television kits and supplementary Census Bureau spots and scripts will reach broadcasters in February. The build-up will begin in late February and taper off after April 1.

Media support is especially important this year due to heavy reliance on the mails. Some 65 million questionnaires

will be mailed to households and 60% of homes will be asked to return them by mail. Enumerators will call for forms in less densely populated areas. Officials see an urgent need for stimulating response, especially in ghetto areas, and in explaining that the census is absolutely confidential.

The station operator wishing to do good for country and self has plenty of opportunity by going all-out for Census '70. What can he do beyond authorizing generous use of Advertising Council spots and other materials? Between March 18 and April 8 he can concentrate stationwide efforts to put the message across. He can:

- Encourage personalities to make special spots and do interview programs on the census.

- Ask his news and public-affairs staff to focus on the census with news, features and editorials.

- Pre-empt prime time for a special to explain the meaning of the census to the community and show how it will be taken.

What this station does in that crucial three weeks to help assure a full count of his community (and market) will be a vital contribution to results from which the broadcaster and all concerned will benefit for the next 10 years.

The theme of the council campaign is "We can't know where we're going if we don't know where we are."

For information and help, write or call the Public Information Office, Bureau of the Census, U.S. Department of Commerce, Washington 20233. Phone (301) 440-7401.



Robert E. Allen is chairman of Fuller & Smith & Ross, New York. He has helped develop the market strategy of such companies as Aluminum Co. of America, TRW Inc., Westinghouse, Libbey-Owens-Ford, CIT Corp., Grumman Aircraft, Owens-Illinois Glass Co., Sherwin-Williams, American Chicle Co., American Airlines, Mobil Oil Corp. and many others. Mr. Allen, as chief executive officer at FSR, was deeply involved in the advertising campaigns for President Nixon in 1968.



MORE TO COME

Month after month... year after year the story of a research program goes on.

Many of the chapters in this continuing story have had successful endings... you've reported on them:

Antibiotics... to curb infection, lessen time loss at work and play.

Non-narcotic analgesics... pain relief without fear of addiction.

Diagnostic agents... for early identification of potentially communicable diseases.

Vaccines... to prevent contagious disease and avoid the grim complications so prevalent a few short years ago.

Steroids... to reduce the inflammation of joints or skin.

There will be several new success stories for you to report in the not too distant future. Promising research in cardiovascular disease, diabetes, arthritis, and mental health should add to our success in combating disease.



LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, N. Y.

An accident. Sirens. Lights. A victim who needs immediate medical care. But the hospital is far away and traffic is heavy.

So the ambulance moves slowly. Minutes are lost, and with them, a life.

The solution: helicopters. The spread-out metropolitan Washington area desperately needs such an

ambulance service. WMAL-TV has said so in editorials which have explored costs, spelled out benefits and achieved results: a test program has been developed; over \$50,000 has been raised.

WMAL-TV urges decisive action in an indecisive world. Other editorials have favored sex education in public schools. Taxing church in-

vestments. Cutting farm subsidies. Some of the positions are unpopular. But none of them are ignored.

For action in Washington, let WMAL-TV speak for you.

WMAL-TV abc

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

WMAL-TV thinks speed saves.



FCC slips biggest tab to broadcasters

It aims to charge the regulated for all regulation, but radio and TV would be saddled with top fees

Broadcasters and others regulated by the FCC received the word officially last week: The cost of doing business with the commission is going up—way up. For broadcasters it is going up higher than for others.

The commission, which is under pressure from the Bureau of the Budget and Congress to become self-sustaining, proposes to increase its fees to a point where it returns \$24.5 million annually to the Treasury, rather than the \$4.5 million it turns in now. The commission would get \$24.9 million under the 1971 budget President Nixon has submitted to Congress.

A notice of proposed rulemaking designed to bring about the second change in the commission's fee schedule since the agency started charging fees in 1964 was issued last week, as Chairman Dean Burch had forecast two weeks ago (BROADCASTING, Feb. 16).

And it would transform the fee schedule from one that, to some broadcasters, resembles a petty-cash voucher to one containing figures likely to command respect, if not fear and trembling.

Where a broadcaster now must pay \$150 fees for filing an application for a television construction permit—VHF or UHF, regardless of the size of the market—he would under the new schedule pay \$5,000 for an application for a VHF in any of the top-50 markets and \$45,000 if the application were granted.

The license-renewal application fee, now \$150, would be dropped. But in its place television and radio licensees would pay annual license fees—for television 12 times the station's highest 30-second spot-announcement rate, but no less than \$144; for radio 24 times the station's highest one-minute spot-announcement, but no less than \$52.

In addition, instead of the \$150 fee now paid with an assignment or transfer application there would be one for

\$1,000—and on top of that a charge of 2% of the sale price if the commission approves the transaction. Thus, the impending \$110-million sale of Triangle Publications Inc. radio and television stations to Capital Cities Broadcasting Corp. (BROADCASTING, Feb. 16, page 10) would cost the applicants \$2,200,000 if the rule were in effect.

The grant and annual license fees are new. So are proposed fees for CATV systems. Cables would pay an annual fee of 30 cents per subscriber, with systems having fewer than 200 subscribers exempted. They would also pay \$300 for petitions for special relief from most

rules, \$50 for community antenna relay service construction permits and \$15 for a license in that service.

The commission did not provide a breakdown as to how much it estimates each of the services it regulates would contribute to the \$24.5 million total. But officials expect broadcasters to provide the largest contribution.

Broadcasters are expected to provide not only the \$5.4 million the Broadcast Bureau is ticketed to spend in fiscal 1971 but also those costs allocable to the broadcast service from other services in the commission—for instance, the general counsel's office.

The same is true of the licensees in the Safety and Special Radio Services and Common Carrier Bureaus, who are expected to provide the second and third largest amounts. The Safety and Special and Common Carrier Bureaus are in the 1971 budget for \$3.6 million and \$2.7 million, respectively.

The Cable Television Bureau, in the budget for \$671,000, would also pay all its direct as well as indirect costs. But some costs of the Field Engineering Bureau (\$6.3 million) and the chief engineer's office (\$1.8 million) are allocable to other services. The engineer's office will provide revenues from another new source—applications for radio-frequency-equipment testing and approval.

The new fee schedule is designed to meet the language in a 1952 Appropriations Act calling on various government agencies to be "self-sustaining to the full extent possible." The commission said the rationale for the formulation of the new fee schedule is based on what the act referred to as "the value to the recipient" of the privileges granted, "as well as the public interest served and the direct and indirect costs to the government."

The commission said that in view of differing factors unique to one or an-

A sampler of fees the FCC is seeking

WCBS-TV New York, with the highest spot rate in the country, would pay \$90,000 annually to keep its license under the license-and-filing fee schedule the FCC proposed last week. The license fee—a new element in the commission's fee schedule—would be 12 times a station's top 30-second spot-announcement rate. WCBS-TV's is \$7,500.

A high-priced New York radio station—WNEW(AM)—would pay \$6,000 annually, or 24 times its top one-minute spot rate (\$250).

In the smaller markets, the fees, along with the spot rates, would drop sharply. For example, WMT-TV (Cedar Rapids, Iowa, in the 71st market) would pay \$3,240; its top 30-second spot sells for \$270. And WJDX(AM) Jackson, Miss., in the 73d market, would pay \$360, based on a top one-minute spot of \$15.

In addition to these annual license fees, stations would pay charges of varying amounts for all applications they filed.

other of the various services involved, it has selected different bases for considering "value to the recipient," both for "different types of actions within each service and similar types of action among different services."

The commission acknowledged its estimates may not be precise, but said precision is not required, since the schedule need reflect "only some consideration of 'value to the recipient.'" Besides, it said, the total to be collected falls "far short of the total value" of the various commission authorizations. It noted that broadcasters earned \$2.5 billion in 1968, common-carrier services \$16 billion and CATV \$220 million. In addition, total sales of communications equipment under the commission's equipment-approval actions exceeded \$3 billion.

Proposed fees in the broadcast service would not only be considerably higher than those now in use but would also vary according to market location, type of service, hours of operation and authorized power. Thus, a filing fee accompanying an application for an unlimited-time 50 kw AM would be \$1,000 and the grant fee would be \$9,000; comparable figures for an ap-

licant for a 250w daytimer would be \$25 and \$225.

Filing fees for television construction permits would range from \$500 for UHF applicants in the smallest markets to \$5,000 for VHF applicants in the largest; the grant fees for those applicants would be, respectively, \$4,500 and \$45,000 (see table below).

In addition, the proposed schedule contains fees for pay-television authorizations—\$1,000—as well as for advance approval of technical systems—\$1,000. The present schedule provides only for a \$150 filing fee for a pay-TV application.

In proposing fees for CATV systems for the first time, the commission noted that although it does not license the cable operations it does give them "what in effect is a commission authorization tantamount to a 'license.'" It also said its regulation of the industry "constitutes a substantial portion" of its responsibilities.

The commission is proposing two different types of fees for common carriers because of what it says are the wide range of services they offer. Filing fees ranging from \$5 to \$150 would accompany each application, but in

some cases licensees would pay a grant fee based on 2% of the construction or annual leasing cost of the facilities used; in others, a flat fee. The 2% fee would be levied on grants of applications for permits to build communications-satellite earth stations and to construct and launch satellites.

The commission is not proposing separate filing and license fees in the Safety and Special Radio Service. It said that the "tremendous number of applications filed" in those services—more than 526,000 annually—make the establishment of separate fees impracticable. However, increases are proposed in single fees for applications and licenses ranging from \$4 to \$75.

The proposed fees for equipment testing and approval include application filing fees and a fee based on "a minimal percentage" of the manufacturer's selling price of the approved equipment, multiplied by the number of units to be covered by the authorization. Certification application fees would range from \$10 to \$20, type-approval application fees from \$100 to \$500. Type-acceptance application fees would be \$100.

In adopting the notice of proposed rulemaking last week, the commission

The freight broadcasters would pay

Here are the fees the FCC proposes to charge for radio and television applications, grants and station operation.

Construction permits (application for construction permit for new station or for major changes in existing station):

	Filing Fee	Grant Fee
VHF—top-50 markets.....	\$ 5,000	\$45,000
UHF—top-50 markets.....	2,500	22,500
VHF—next 50 markets.....	2,000	18,000
UHF—next 50 markets.....	1,000	9,000
VHF—balance.....	1,000	9,000
UHF—balance.....	500	4,500
FM—class A.....	100	900
FM—class B and C.....	200	1,800
AM—day-50 kw.....	500	4,500
AM—day-25 kw.....	400	3,600
AM—day-10 kw.....	300	2,700
AM—day-5 kw.....	200	1,800
AM—day-1 kw.....	100	900
AM—day-500 w.....	50	450
AM—day-250 w ¹	25	225
AM—unlimited 50 kw.....	1,000	9,000
AM—unlimited 25 kw.....	800	7,200
AM—unlimited 10 kw.....	600	5,400
AM—unlimited 5 kw.....	400	3,600
AM—unlimited 1 kw.....	200	1,800
AM—unlimited 500 w.....	100	900
AM—unlimited 250 w ¹	50	450
AM—class IV.....	100	900
For directional antenna in addition to the above..	50	450

¹ The fee for major changes in 100 w operations is the same as for 250 w operations.

Other applications (the following fees shall accompany each application):

	AM	FM	TV	Trans-lator	Auxiliary ²
Applications filed on FCC form 316 (where more than one broadcast station license is involved, the application must be accompanied by the total amount of the fees prescribed for each license so involved).....	\$250	\$250	\$250	\$50	\$50

Application for construction permit to replace expired permit, FCC Form 321.....	500	500	500	50	50
Application for modification other than a major change.....	50	for each application.			
Application for change of call sign for broadcast station.....	100	100	100	50	50
All other applications in the broadcast services (including television translators and auxiliaries).....	50 for each application.				

Subscription television (application for subscription television authorizations):

Application filing fee (nonrefundable)..... \$1,000

Assignments and transfers (application for assignment of license or transfer of control, exclusive of FCC form 316 applications (where more than one broadcast station license is involved, the total amount of fees prescribed for each license so involved will be paid in the manner set forth below):

Application Filing Fee..... \$1,000

Assignment and transfer fee to be paid within 30 days after commission consent to assignment or transfer..... 2% of consideration for assignment or transfer.

Annual license fees (Each broadcast station shall pay an annual license fee to the commission that is based on the station's rate card. Annually, the commission will require that each station shall file its rate card [as of a given publicly announced date] with the commission. The annual fee will be paid on or before [a specific date] each year).

For AM and FM radio stations the annual fee will be a payment equal to 24 times the station's highest single one-minute spot-announcement rate, but in no event shall the annual payment for each AM and each FM station be less than \$52.

For television broadcast stations the annual fee will be a payment equal to 12 times the station's highest 30-second spot-announcement rate, but in no event shall the annual payment be less than \$144.

(b) Fees are not required in the following instances:

(1) Applications filed by tax-exempt organizations for the operation of stations providing noncommercial educational broadcast services, whether or not such stations operate on frequencies allocated for noncommercial educational use.

(2) Applications in the AM service requesting only authority to determine antenna power by direct measurement.

² With respect to applications for remote pickup broadcast stations authorized under Subpart D of Part 74 of this chapter, one fee will cover the base station (if any) and all the remote-pickup mobile stations of a main station, provided the applications therefor are filed at the same time.

barely met a deadline it had been racing against for eight months. Last June, a House Appropriations Subcommittee issued a report in which it said that the commission should revise its fee sched-

ule "with the objective of assuring that the commission's activities are more nearly self-sustaining." The subcommittee added that it would expect a report when the commission appeared to test-

ify on its budget request for fiscal 1971 year.

The commission is scheduled to appear before the subcommittee Tuesday (Feb. 24).

Fears of multiownership sounded

Court, while rejecting KSL renewal hearing, notes with approval proposed FCC rulemaking

The U.S. Court of Appeals for the District of Columbia has rejected what, in effect, was a request that it direct the FCC to deal with the concentration-of-control-of-media question on a case-by-case basis. However, the decision appears to raise danger signals for broadcasters worried about the commission's expressed interest in that question.

The court, in a case involving the license renewal of KSL(AM) Salt Lake City, cites with approval the commission's argument that it should deal with such questions in a broad rulemaking—such as one it already has under consideration.

And in concurring in the court's unsigned opinion, Judge Edward Allan Tamm says he voted as he did "solely" because the commission is reviewing its multiple-ownership rules. He expressed concern over what he regards as a growing concentration of control of communications media.

The court's opinion, moreover, is undoubtedly of more than passing interest to Frontier Broadcasting Co., whose renewal application for KFBC-TV Cheyenne, Wyo., was set for hearing by the commission on a concentration-of-control issue (BROADCASTING, Feb. 16). The commission, acting in response to a Justice Department petition, did not allege any wrongdoing on the part of Frontier. And one Frontier argument the commission rejected was that the concentration issue should be resolved in a rulemaking proceeding.

The KSL case was brought by two Salt Lake City residents, Ethel C. Hale and Paul Wharton, who asked the commission to deny KSL's license-renewal application principally on the ground that the interests of the parent corporation, Bonneville International Corp. (the Mormon church), constitute an undue concentration of control of media in Salt Lake City.

Besides the AM, Bonneville owns KSL-FM-TV and the *Deseret News*, one of two dailies in Salt Lake City, and through Brigham Young University, KBYU-FM-TV, in nearby Provo. The *News*, in turn, has a joint operating agreement with the *Salt Lake City Tribune*, which owns 35% of KUTV(TV)

one of the other two VHF stations in the city. Other owners of KUTV, the A. L. Glasman family, control KALL-AM-FM Salt Lake City.

But the commission held that since the complainants had not alleged any violations of commission rules, a hearing on KSL's license renewal was not warranted. And the court agreed.

To merit a hearing, the court said, the complainants "must go beyond generalization and allege some specific instances of injury in the immediate context of the [station's] operations, not merely that it is unwise for newspapers to be under common ownership with radio and television interests, and for both to be part of a broader business combine."

The court noted that allegations of wrongdoing were involved in two cases which the commission set for hearing last year on issues that included concentration-of-control-of-media questions. One involved WCCO-AM-TV Minneapolis, the other KRON-FM-TV San Francisco.

The Hale-Wharton complaint, the court added, is actually a challenge to the commission's multiple-ownership rules, which have permitted Bonneville to acquire its stations. And the court saw the appeal as a request for a hear-

FCC extends deadline

The FCC last week extended the deadline for comments on its proposed primer designed to clarify requirements of licensees in ascertaining community needs. The new deadline is April 13.

An extension from the previous comment deadline of Jan. 30 was requested by The Committee to Improve Bay Area Television, students of the Georgetown University Law Center, the National Mexican-American Anti-Defamation Committee, all Washington, and two other Mexican-American groups.

The primer, composed of 38 questions and answers, was drafted with the aid of a committee of the Federal Communications Bar Association. FCBA had asked for clarification of ascertainment questions in application forms (BROADCASTING, Dec. 22, 1969).

ing "to effectuate an overhaul of the commission's general policy that multiple ownership and resulting concentration are not per se against the public interest."

But, the court said, the commission is considering the concentration of control of media issue in rulemaking aimed at barring the owner of a full-time station from acquiring another in the same market. The Justice Department, moreover, has asked the commission to extend its proposal and break up existing media combinations, including those involving newspapers. The commission had also referred to its inquiry into the implications of conglomerates' ownership of broadcast properties.

The questions raised by the complainants as to the allegedly adverse impact on the public interest of undue concentration of communications media, the court concluded, "may be more effectively and properly" examined in those proceedings than by setting the KSL renewal application for hearing "with a view to a change in policy with respect to this particular applicant."

Judge Tamm, who sat on the panel with Judges Carl McGowan and Roger Robb, laced his separate opinion with criticism of the commission's handling of the Hale-Wharton complaint as well as with expressions of concern over the concentration-of-control question: The "growing realization that a viable marketplace of ideas depends in large measure upon a vigorously competitive economic market comes in the face of disheartening statistics describing the marked trend toward concentration of media ownership."

And in view of the "paramount importance" of the issue, he said at another point, it was "inappropriate" for the commission to insist "on procedural niceties" at the expense of persons seeking to raise questions concerning it.

Compiling the kind of initial factual showing demanded by the commission as a prerequisite to a hearing on a concentration issue, he said, can be so burdensome as to constitute "a backhanded method of barring virtually all public-interest intervenors from raising

questions relating to concentration of control."

He said the commission should regard public intervenors as complaining witnesses and then assume the responsibility for investigating the facts to determine whether there is probable cause to believe a violation has occurred.

Such a procedure, he said, though not entirely satisfactory, "is far superior to pretending that members of the general public have a right to be heard when in fact this right is purely mythical for all but the wealthy and powerful."

Moreover, he feels the portents for such a procedure "are rather ominous" in view of the commission's Jan. 15 policy statement dealing with comparative hearings involving renewal applicants. It says the commission will favor the renewal applicant if his record indicates the station "has been substantially attuned" to the area's needs and interests.

But, Judge Tamm asserted, "the pending rulemaking proceedings offer some hope that the commission will finally come to grips with the grave problems inherent in the rising concentration of ownership in the mass media, and that members of the public

will be afforded a realistic opportunity to be heard when they feel that they are being cheated out of the vigorous marketplace of ideas promised by the first amendment."

Stations fail for lack of viable markets

The FCC last week announced it has cancelled the licenses and deleted the call letters of two TV stations—an eastern UHF and a western VHF—at the request of the licensees, who cited their weak market positions as the main factor that forced them shut down their transmitters.

A spokesman for WJZB-TV (ch. 14) Worcester, Mass., charged that the Worcester market does not exist except in the FCC's view. He said that when Springfield TV Broadcasting Co. bought the station in 1958, it tried to obtain a Worcester-Boston designation. The station covered Worcester with a city-grade signal, but covered Boston with only grade-A strength. In seeking waiver of the FCC rule requiring a city-grade signal into the city of license, Springfield told the commission it would move the station's transmitter after obtaining the designation, thereby covering

both cities with city-grade signals. He said the FCC failed to act on the request and after an extensive fire last year forced the station to go off the air, management evaluated the station's situation and decided to throw in the towel.

The WJZB-TV spokesman said the FCC considered the station a Worcester facility; consequently it had to sell at Worcester prices and could not compete with the Boston stations and a new UHF in Worcester. Over \$500,000 was lost on the station, he added. William L. Putnam is president of Springfield, which owns four other UHF's—WWLP(TV) Springfield, Mass.; WRLP(TV) Greenfield, Mass.-Keene, N. H.-Brattleboro, Vt.; WKEF(TV) Dayton, Ohio, and WENS(TV) Pittsburgh.

Bruce Merrill, owner of KIVA(TV) (ch. 11) Yuma, Ariz., could not be reached late Thursday (Feb. 19), but in a prepared statement said "an almost uninterrupted series of annual losses" was forcing the shutdown of the station he had purchased in 1961 for \$550,000. He explained: "The Yuma-El Centro (Calif.) market will never support three TV stations on a profitable basis unless and until the market grows at least five times."

Newspapers next for FCC control?

Commissioner indicates regulation to come with print use of CATV

Broadcasters and newspaper owners concerned about FCC interest in breaking up cross-media ownerships had little reason to feel relieved after FCC Commissioner Kenneth A. Cox spoke to the Ohio Newspaper Association, in Columbus.

Neither did he offer any encouragement to newspapermen worried about the prospect of government regulation—the equal-time law and the commission's fairness doctrine, for instance—if they move into the era of newspaper transmission by cable.

Commissioner Cox, who spoke on Feb. 13 on "Communication in the Seventies," said that the whole question of ownership of cable facilities is a difficult one, then added: Perhaps the "ultimate thrust of our policy would logically" prohibit an individual or company from owning more than one medium—radio, television, newspaper or CATV—in a particular area.

He noted that the commission last month voted to exclude telephone com-

panies from ownership of CATV systems in areas where they provide exchange services and that the commission currently is considering prohibiting television stations as well as newspapers from owning CATV systems in their primary areas. It is also considering breaking up radio-TV combinations in individual markets.

Since present rules bar ownership of two AM, two FM or two TV stations in the same area, he said, the joint ownership of radio and television "seems anomalous" to some on the commission, "not to mention newspaper ownership of broadcast stations, hallowed though the practice has been."

Commissioner Cox conceded that some of the country's "best-run stations are licensed to newspapers—and that press ownership has been a stabilizing influence in the broadcast industry," in view of the rate at which some stations change hands. But considering the great reliance placed on competition, he said, it was not unnatural that the commission should from time to time "toy" with the idea of enforcing competition among the media. "I think it is accurate to say that we are now in a period of renewed and increased concern about this matter," he said.

Commissioner Cox was equally frank in discussing the possibility of newspapers-by-cable being placed under the same regulations that have long been a

fact of life for broadcasters.

The commissioner is already on record as believing that the equal-time law and the fairness doctrine could be applied to the press in its present form (BROADCASTING, Aug. 18). Accordingly, he said, he "might well feel" that the public-interest considerations underlying those policies might provide a basis for extending them to the electronic delivery of the news.

The American Newspaper Publishers Association has urged the commission to adopt a "freedom of the press" amendment to its rule requiring CATV systems of more than 3,500 subscribers to originate programming. The amendment would specify that the equal-time, fairness and other requirements applicable to broadcasters that the commission is imposing on cable systems would not apply to CATV channels used primarily by newspapers for the dissemination of news to their subscribers (BROADCASTING, Dec. 1, 1969).

But Commissioner Cox said that even if cable systems were to become pure common carriers—with cable channels made equally available to all who wish to lease them—it was unlikely the commission would disavow any interest in the content of the material transmitted, as it does in the case of conventional common carriers.

"When material transmitted over the carrier's facilities may be received by

FCC still seeks data on conglomerates

The FCC last week rejected requests that it excuse six licensees from completing a "pilot" questionnaire on conglomerate ownership of broadcast properties until the Budget Bureau approves the questionnaire and it is sent to all affected companies.

Upon receiving replies, the commission will seek bureau approval for sending the questionnaires to the remaining firms.

The commission directed the six licensees—Avco Corp., Chris-Craft Industries Inc., Fuqua Industries Inc., Cox Enterprises Inc., E. W. Scripps Co. and Travelers Insurance Co.—to file "all the information and documents which you can assemble" by the previously stated deadline—Feb. 27—and the "remainder" no later than March 18.

However, the commission said it was adopting "in whole or in part" revisions in the questionnaire suggested by the companies to clarify or reduce the scope of the questions, or searches necessary to prepare replies.

The commission also noted that if replies contained "unpublished infor-

mation of a kind which other companies to be studied later are not required to file, the portions of your replies containing such information would be returned to your company."

There has been sharp division within the commission on the questionnaires, part of a broad inquiry ranging from broadly diversified companies to those whose ownerships are primarily confined to media (BROADCASTING, Dec. 22, 1969).

The 4-to-3 vote on proceeding with issuance of the revised questionnaire was identical to that on issuing the original one, with Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells again in the minority.

The six companies had argued that they were not "representative" of "any other group or class of so-called conglomerates" and that an adequate response to the questionnaire would be difficult and time-consuming.

The companies also said the "unfairness" of their selection would be compounded if they were required to complete a questionnaire that might be substantially altered following a Budget Bureau review (BROADCASTING, Feb. 2).

FTC chief is cautious on conglomerate curbs

Federal Trade Commission Chairman Caspar W. Weinberger told a Senate subcommittee last week that action should be taken against specific inequities associated with conglomerate mergers, but that no final judgment should be made yet on whether the mergers themselves constitute a threat to the health of the economy.

In testimony before the Senate Antitrust and Monopoly Subcommittee, the FTC chairman thus took issue with one basic conclusion of a trade commission staff report presented to the same subcommittee late last year. The report called for sharp brakes on merger activity "before the economy becomes cartelized and centralized in a fashion that cannot be reversed (BROADCASTING, Nov. 10, 1969).

Chairman Weinberger, who spoke for all five commission members, said many questions still remain unresolved "with respect to the extent of the danger posed by conglomerate mergers to the competitive vitality of the economy." He noted that the staff is working on another phase of its report in an attempt to answer these questions.

The chairman and his colleagues agreed with the staff that certain specific dangers are created by the merger movement; these "will be considered in formulating enforcement policy," he said. The chairman also recommended

that Congress do its part by eliminating tax biases that encourage mergers, by requiring large firms to provide more detailed financial information to the public, and by broadening existing prohibitions against interlocking corporate management.

Everyone's a loser in Boynton Beach

There were three applicants in the race for a new radio station in Boynton Beach, Fla., but some is making it to the finish line. The FCC review board, in an opinion announced Feb. 13, said that Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and North American Broadcasting Inc. are unqualified to operate an AM on 1510 kc with 1 kw daytime.

The board said one applicant, Radio Boynton Beach, was not financially qualified, none of the applicants properly ascertained community needs and interests nor properly surveyed Negroes, farmers, young people or labor unions; and none properly surveyed the urban population outside Boynton Beach.

The review board's decision followed challenges to an earlier initial decision by FCC Hearing Examiner Chester F. Naumowicz Jr. The examiner recommended the grant of the construction permit to North American on an integrated ownership basis last May.

Boynton Beach, with a population of 10,500, is five miles south of West Palm Beach and has no broadcast facilities. However, its urban area receives at least 11 primary services, and rural areas are served by at least 13 primary facilities, the opinion noted.

Seiden says CATV must improve to prosper

CATV is going to have to go much further than to just supply what it is already providing if it expects to succeed in the top-100 markets, economist Martin H. Seiden of Washington said last week.

Cable TV will have to provide "a radical expansion" of fresh entertainment and information, the former consultant on CATV to the FCC said. And the only way this can come about, he added, is in the creation of a nationwide CATV audience through satellite interconnection.

It would be a mistake, he said, to assume that individual cable systems could, on their own, supply nonnetwork programming of sufficient caliber to attract a sufficient audience when 95% of nonnetwork UHF stations are currently losing money.

Dr. Seiden's two-volume study of the CATV industry was being mailed to subscribers last week. Price is \$750.

any subscriber," he said, "then I think someone will be held responsible for seeing that certain standards are met."

And the commissioner feels that the more the present CATV industry approaches a nationwide two-way, switched network and looks increasingly like a higher capacity telephone system, the more likely is it that the ultimate cable network will be regulated as a common carrier.

Indeed, he said it is doubtful that the proprietor of such a system would be permitted to own or operate any of the businesses conducted over his facilities. He "will simply be a provider of channels like our present telegraph utilities."

The future the commissioner painted for the publishers wasn't entirely bleak. He described as unrealistic their fear that unless they are permitted to own CATV systems they will be at the mercy of cable systems who decide to use their facilities to put the newspapers out of business.

"If the FCC will not allow the newspaper of today to own a cable system in the same area, it seems clear to me that it will not permit today's cable operator to own the newspaper of tomorrow," he said.

And as for those "appalled at having to put up with the FCC," he said, "I would simply point out that the industries we regulate seem to have done pretty well despite our activities."

**SOME ABC's
OF THE NEW
TELEVISION
SEASON**

In today's market your prime customers – and ours – are the acquisitive 18-49's. Here's the story of ABC's prime time leadership in delivering this important buying audience for advertisers.

ABC is in first place among adults 18-49

	AA Rating
ABC	13.3
Network X	12.1
Network Y	13.2

ABC has the four top shows among adults 18-49

1. Marcus Welby, M.D.
2. The Sunday Night Movie
3. Movie of the Week
4. The Johnny Cash Show

And when it comes to the ladies... ABC is now clearly first among women 18-49. Five percent ahead of the second network and ten percent ahead of the third.

	AA Rating	ABC Advantage
ABC	14.6	
Network X	13.3	+ 10%
Network Y	13.8	+ 5%

ABC has the top three programs among women 18-49. And, incidentally, they're all *new* shows. Two were introduced in September and The Johnny Cash Show shot to the top after only three weeks on the air.

1. Marcus Welby, M.D.
2. The Johnny Cash Show
3. Movie of the Week

Once again, the message is clear. If you're planning now how best to reach your prime buying prospects, shouldn't you be looking at the network which reaches them best.

ABC TELEVISION NETWORK 

Doubts hang over Fidelity case

Broadcast Bureau sticks to hearing request; Nixon aide qualifies charges of forged name

The FCC's Broadcast Bureau, suggesting "areas where unanswered doubts remain," last week renewed its recommendation for a hearing on the qualifications of Fidelity Television Inc. to replace RKO General as licensee of KHJ-TV Los Angeles.

The KHJ case heated up last month when the bureau asked that a hearing be held to determine whether the signature of a purported Fidelity investor had been forged to a stock-subscription agreement accompanying the group's competing application for the channel 9 facility. The bureau revealed that Kenneth E. BeLieu, now an aide to President Nixon, had submitted an affidavit to the Federal Bureau of Investi-

gation charging Fidelity with signing his name to two stock-subscription agreements without his authorization.

The bureau said responsive pleadings filed by Fidelity and RKO raise "a number of factual questions which require resolution." However, answers supplied by Mr. BeLieu to a set of questions posed by the bureau qualified his earlier allegations that his signature had been forged and that he had never been a director of Fidelity.

One question the Fidelity and RKO pleadings raised, the bureau said, concerned a Fidelity statement to the effect that Walter B. Chaffee, secretary of Fidelity, had Mr. BeLieu's oral authority to sign one of the stock agree-

ments. Referring to Fidelity's contention that he had been a director of Fidelity, Mr. BeLieu said he never considered himself to be a director, "because I never attended any board meetings and had never put in any money for stock in the company. I recognize that technically I may have been a director of Fidelity Television Inc., but thought that my inactivity made it unnecessary for me to submit any formal resignation."

Last August an FCC hearing examiner recommended denial of licensee RKO General Inc.'s renewal application for channel 9 and a grant of the competing application filed by Fidelity, a group of Los Angeles-area businessmen (BROADCASTING, Aug. 18, 1969).

Referring to Fidelity's contention that he had been a director of Fidelity, Mr. BeLieu said he never considered himself to be a director, "because I never attended any board meetings and had never put in any money for stock in the company. I recognize that technically I may have been a director of Fidelity Television Inc., but thought that my inactivity made it unnecessary for me to submit any formal resignation."

Chairman Burch did not disclose the recommendations the commission will make to Congress, but he made these points:

- "The suggestions [for financing] include appropriations, just a direct appropriation from the Congress on a yearly basis, some sort of an excise tax on the people who have television sets in their homes, a combination of those things, some sort of a tax on the networks. Each of these has advantages and disadvantages.

- "Ultimately, somebody's going to have to make a hard decision as to which way they want to go. Nobody likes a new tax. So it's not going to be popular any way you go. I think that educational television should be given a chance to take off and see what it can do, in some fields, particularly the children's programing. *Sesame Street* has been a tremendous success under noncommercial programing."

On another subject, Mr. Burch said he favors a suspension of Section 315 during a presidential election. He ventured an opinion that, in this eventuality, the networks "would be tickled to death" to give time to presidential and vice presidential candidates "as a news, public-affairs service."

Burch says performance will count in renewals

Broadcasters whose performance ranks low by "any" standard have been advised by an authoritative source they may encounter difficulty persuading the FCC to renew their licenses.

The source is FCC Chairman Dean Burch. He provided an insight into his thinking on the commission's license-renewal policies in an interview with UPI reporters that was recorded for UPI Radio's *Washington Window* program and released Feb. 15 to some 200 stations.

The chairman restated his belief that quantitative standards—such as those advocated by Commissioners Kenneth A. Cox and Nicholas Johnson—do not provide satisfactory guidelines as to quality of service.

But he also said the commission "will have to take the time and the money to examine certain flagrant exceptions to what we consider to be the norm in broadcasting." As a hypothetical example he cited a station that devotes more than 50% of its time to commercials and carries no news or public-affairs programing.

While the commission could not afford to examine carefully the performances of all 7,000 licensees, he said, "we will take a look at those stations that appear on the bottom of the heap under any index that you want to use. . . ."

The commission itself, in the same week that the interview was recorded, provided an indication of what the chairman had in mind. In staff-written letters to four radio licensees, the com-

missions.

Why then, the bureau asked, was it necessary for Mr. Chaffee to call one of Fidelity's attorneys on Jan. 11, 1966, and instruct him to sign the agreement when an amendment to Fidelity's application reflecting the agreement purports to have been signed and dated by Mr. Chaffee the same day? Also, the bureau noted, the agreement bears a date of Jan. 6, 1966.

In response to the bureau's questions, Mr. BeLieu stated:

"I never intended to authorize . . . anyone else to affix my signature to a Fidelity stock-subscription agreement in any amount. Any such understanding on anyone's part would have been based on a misinterpretation."

But he added: "In describing in my affidavit the use of my name on the subscription blanks as constituting a 'forgery,' however, I did not mean to imply any fraudulent conduct on anyone's part. I meant simply that I never intended to authorize the use of my name on these documents."

Referring to Fidelity's contention that he had been a director of Fidelity, Mr. BeLieu said he never considered himself to be a director, "because I never attended any board meetings and had never put in any money for stock in the company. I recognize that technically I may have been a director of Fidelity Television Inc., but thought that my inactivity made it unnecessary for me to submit any formal resignation."

Last August an FCC hearing examiner recommended denial of licensee RKO General Inc.'s renewal application for channel 9 and a grant of the competing application filed by Fidelity, a group of Los Angeles-area businessmen (BROADCASTING, Aug. 18, 1969).

Financial disclosure proposed for reporters

Representative Fletcher Thompson (R-Ga.), the target of charges by columnist Jack Anderson, said last week that he will introduce a bill to require that newsmen covering Congress and the White House be required to disclose their financial holdings.

The Atlanta congressman, a member of the House Commerce Committee, said his action was prompted by Mr. Anderson's "unexplained interest" in a bill that would establish special controls over mutual funds. The nationally syndicated columnist has charged that Representative Thompson is doing the bidding of the mutual-fund industry, which opposes parts of the bill.

The congressman said that Mr. Anderson has attempted to create the impression that opponents of the bill are swindling the public. "Such activity as Mr. Anderson has engaged in leads

one to question whether or not he may have a financial involvement with a bank or a multi-billion dollar mutual-fund management company," Representative Thompson said.

He said a bill to require financial disclosure for newsmen would help to put much news reporting in proper perspective. At present, he said, the public has no way of knowing whether a reporter or columnist stands to gain personally from his "method of reporting" on pending legislation.

Mr. Anderson later commented: "I think financial disclosure would be a good thing, particularly for newsmen or commentators who have influence on public policy. I am ready to disclose my holdings at any time, either publicly or privately. I have no bank or mutual fund holdings. Congressman Thompson's remarks are pure demagoguery and I'm sure he is well aware that I have no such holdings."

Liaison group plays 'getting to know you'

Some 35 men and women who serve as liaison between churches and broadcasters were in Washington last week for seminars on how government regulates the broadcaster—and for meetings with some of the regulators.

The church representatives, who left Washington Tuesday after four days of meetings, converged on the nation's capital under the auspices of four groups—the National Conference of Council Broadcasters, the National Council of Churches, the United Presbyterian Church and the United Church of Christ.

The visitors' jobs generally are to represent churches, some on a regional basis, in their dealings with broadcasters. They are interested in broadcasters' public-interest responsibilities. And the four-day stay in Washington was designed to help develop their professionalism.

They spent all of Monday at the FCC. They received briefings from the staff, and were visited by and asked questions of Commissioners Kenneth A. Cox, Robert Wells, Robert E. Lee, Nicholas Johnson and H. Rex Lee. They also examined the files of stations in their respective areas—but only as an exercise in familiarizing themselves with the material, a spokesman pointed out.

FCC Chairman Dean Burch met with them for an hour on Tuesday. And later that day they were on Capitol Hill. They conferred with Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Nicholas Zapple, the subcommittee's assistant on communications.

Triangle to unload all stations

Next to go are those left after deal with Capacities—whose stock takes spurt

Triangle Publications, which is selling nine of its radio and TV stations to Capital Cities Broadcasting Corp. (BROADCASTING, Feb. 16), last week confirmed the rest of its broadcast properties will also go on the block.

A spokesman for the Philadelphia-based publisher and group broadcaster said there were a number of proposals to buy the remaining stations—WFBG-AM-FM-TV Altoona-Johnstown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WBNF-AM-FM-TV Binghamton, N.Y.—but that no commitments to sell had yet been made.

Triangle, wholly owned by U. S. Ambassador to Great Britain Walter H. Annenberg and family, would sell these stations and retain *TV Guide*, *Seventeen Magazine*, (New York) *Morning Telegraph* and *Daily Racing Form*. The company sold its newspapers to Knight Newspapers Inc. for \$55 million last year (BROADCASTING, Nov. 3, 1969).

In revealing further details of its proposed acquisition of Triangle's WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven-Hartford, Conn., and KFRE-AM-FM-TV Fresno, Calif., Capital Cities Broadcasting announced it intends to dispose of the radio stations. However, Thomas S. Murphy, board chairman of Capital Cities, said no negotiations have yet been held to sell either those stations or the two of its VHF TV stations it must sell to comply with the FCC's multiple ownership rules.

Mr. Murphy did not specify which of its V's the company plans to sell, but a spokesman last week indicated that WTEN(TV) Albany, N. Y., WTVD(TV) Durham, N. C., and WSAZ-TV Huntington, W. Va., were under consideration.

Capital Cities reportedly had made an offer of about \$40 million for Triangle's WFIL stations last year and it is believed Ambassador Annenberg decided to sell all the Triangle stations after the transaction with Knight Newspapers. The 61-year-old ambassador's decision to sell out was presumably based on his preference to remain in the diplomatic service and the fact that, by disposing of the broadcast properties, any issue of conflict of interest would be eliminated. This was particularly true in Philadelphia, where his prior ownership of two newspapers as well as WFIL-AM-FM-TV presented a question of concentration of control of

mass media.

Capital Cities is paying \$110 million for the nine stations—\$29 million of it in cash and the balance in notes payable over eight years and bearing a prime rate of interest. The price also includes Triangle's program syndication division (see page 70) and real estate in Whitemarsh, Pa., and Roxbury, Conn. Last Thursday (Feb. 19) Capital Cities' stock closed on the New York Stock Exchange at \$35.50 versus the previous week's closing of \$31.25—an estimated \$23-million increase in the value of its stock and nearly enough to cover its initial \$29-million payment to Triangle.

Computer privacy issue raised on Nixon plan

President Nixon's reorganization plan for telecommunications lay temporarily dormant in the Senate and House Government Operations Committees last week, but not entirely out of sight. Representative Cornelius J. Gallagher (D-N.J.), a member of the House unit, filed a disapproval resolution designed to insure congressional consideration of two nonbroadcast issues: computer privacy and free telephone service for the legislative branch.

The congressman acknowledged that his resolution was basically a "technical step," and he expressed support for the President's plan. What he wants is some assurance from the executive branch that the two issues of concern to him will be "a focus of the vitally needed Office of Telecommunications Policy" that would be created under the plan.

Representative Gallagher said the new office will probably permit the government to deal more effectively with new computer technology—"but unless it includes the issue of privacy, it will probably be outmoded before it is established," he said. "In addition, I believe the Congress has been discriminated against (in contrast to the executive department) in the use of the free phone service provided under the Federal Telecommunications System."

The effect of a disapproval resolution is to prevent automatic passage of a reorganization plan. The plan becomes effective 60 days after it is submitted to Congress unless either house vetoes it. Before that can happen, a formal disapproval resolution must be introduced. Representative Gallagher's resolution is



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—NEW YORK POST

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—HOUSTON CHRONICLE

"The evening belonged to Miss Bancroft who, last night, became a living lady legend, maybe the most impressive since the Mona Lisa."

—THE CLEVELAND PRESS

CBS

not a serious threat to passage of the plan and is not intended to be, provided the executive branch gives him the reassurance he requested.

The House Executive and Legislative Reorganization Subcommittee of Government Operations still plans to hold hearings on the President's proposal, but no dates or witnesses are set. The comparable Senate subcommittee has yet to announce its course of action.

The President's plan, submitted to Congress earlier this month (BROADCASTING, Feb. 16), would create a new Office of Telecommunications Policy in the White House. The office would take on the duties now assigned to the director of telecommunications in the Office of Emergency Preparedness. It would serve as the President's principal adviser on telecommunications matters and would help formulate policies and coordinate operations for the government's own telecommunications system. It would also assign frequencies for that system and execute the duties given to the President under the Communications Satellite Act.

In addition, the office is designed to "enable the executive branch to speak with a clearer voice and to act as a more effective partner in discussions of communications policy with both the Congress and the Federal Communications Commission," as the President

stated it in his message to Congress. Although these words suggested that the chief executive might take a larger role in FCC matters, the commissioners do not regard that development as inherent in the reorganization plan and do not anticipate such usurpation of their power.

ETV would get profits from new Jackson bidder

A nonprofit group calling itself Communications Improvement Inc. last week asked the FCC for permission to operate WLBT(TV) Jackson, Miss., on an interim basis until a permanent licensee is selected, with all profits earmarked for other "nonprofit organizations engaged in activities relating to broadcasting primarily in Mississippi."

The group is being funded by the Office of Communication of the United Church of Christ, which supported Jackson Negroes who protested that the station discriminated against blacks. Their charges led to a court-ordered denial of renewal to former licensee Lamar Life Broadcasting Co. last June (BROADCASTING, June 30, 1969). Lamar is operating the station pending the establishment of an interim operation.

Last December the commission vacated Lamar's renewal and invited new

applicants, not excluding Lamar, to file for the channel.

Civic Communications Corp., which filed for channel 3 last March, and three other applicants who filed two weeks ago (BROADCASTING, Feb. 9) are all in the process of applying for interim custodianship of the station also. Unlike the five other groups, however, the new entrant, Communications Improvement is not seeking to be permanent licensee of WLBT.

The group said it planned to donate about one half of its net profits toward the development of educational television in Mississippi. It also said it would seek to develop and support a communications training facility at a predominantly Negro college, preferably in Mississippi.

Programing proposed by the group included a local, live children's show involving "all ethnic groups," a magazine-type program featuring local personalities and talent, and religious programing representing "all faiths." The group also vowed to hold rerun material to a minimum and to discontinue all cigarette commercials except those carried on network programing.

Communications said it would negotiate with Lamar for use of its facilities and retain the station's present staff.

President of Communications is the Rev. Kenneth Dean, director of the Mississippi Council on Human Relations. Those on the board of directors include Edward W. Barrett, director of the Communications Institute, Academy for Educational Development, and former dean of the Columbia University Graduate School of Journalism, and several Mississippi businessmen and educators, both white and black.

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Changing Hands

Announced:

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

■ WMTR(AM) Morristown, N. J.: Sold by George and Kenneth Croy and family to Peter L. Arnow and others for \$1,350,000. Buyers own WDHA-FM Dover, N. J., and operate General Background Music in Englewood, N. J. WMTR is a daytimer on 1250 kc with 5 kw. Broker: Hamilton-Landis & Associates.

■ KALE(AM) Richland, Wash.: Sold by William R. Taft to Frederic A. and Jessie M. Danz for \$225,000. Frederic Danz owns KODL(AM) The Dalles, Ore., and Messrs. Danz are buying KEDO(AM) Longview, Wash., subject to FCC approval. KALE is full time on 960 kc with 1 kw.

■ KTNC(AM) Falls City, Neb.: Sold by

William Hardt to Paul L. Dennison for \$120,000. Mr. Dennison is station manager of KCOB-AM-FM Newton, Iowa. KTNC is full time on 1230 kc with 100 w. Broker: Chapman Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 79).

■ WLIS(AM) Old Saybrook, Conn.: Sold by Joseph P. Trantino and others to John M. and Ann C. Powers for \$183,730. Mr. Powers is an employe of the Bermuda Department of Tourism and Trade Development and Trade and Mrs. Powers is a freelance writer. WLIS is a daytimer on 1420 kc with 500 w.

Upbeat in taping boosts NBC Coast plans

NBC, which early last year announced a \$4-million construction program at its Burbank (Calif.) headquarters, last week revealed plans for an additional \$1.6-million building project. The expansion is dictated by the great increase in the production of video-taped network programs on the West Coast.

The new project includes a 125-foot, three-story addition to the existing NBC administration building on the company's block-square studio and office complex in the suburban city of Burbank, about 10 miles north of Hollywood. Also newly planned for construction is a 275-seat commissary for NBC employes, talent and production personnel. Currently, the network's West Coast facilities do not include a commissary.

When the construction is completed some time about mid-September of this year, it's expected that the additional building at the Burbank studios will allow for the consolidation of facilities serving NBC-owned KNBC(TV) Los Angeles. Offices and production facilities for the local station now are spread throughout the studio complex.

The previously announced \$4-million construction program was completed late last year. It included a major new studio, a warehouse, modification of three existing studios, an extension of the network's news building, construction of a new shop area, and extensions and modifications of existing buildings and offices.

Three regular weekly one-hour series currently are being taped at the Burbank facility. In addition, numerous major specials are produced there. Next season at least one more weekly series, a comedy-variety hour to star Don Knotts, will be coming out of the Burbank lot.

FCC renewal policy is in dispute

It's cited favorably by WHDH in court appeal; it's protested by challengers to incumbents

The FCC's Jan. 15 policy statement on comparative hearings involving renewal applicants has been formally injected into the U.S. Court of Appeals case in which WHDH Inc. is appealing the commission's action in denying it a license renewal for WHDH-TV (ch. 5) Boston.

But at the same time, petitions from two diverse sources urged the commission to reconsider that policy statement, and withdraw it. One petition was filed by two applicants; renewal applicants for their facilities; the other by two citizens groups, Citizens Communications Center and Black Efforts for Soul in Television.

The two new applicants are Hampton Roads Television Corp., which is seeking the Norfolk, Va., channel 3 now occupied by WTAR-TV, and Community Broadcasting of Boston Inc., which, along with another new applicant, is seeking to supplant RKO General Inc.'s WNAC-TV as occupant of Boston channel 7.

WHDH, which was given court per-

mission last week to introduce the Jan. 15 statement into the proceeding, cited the statement in support of its contention that the commission departed from established policy in denying the WHDH renewal application and granting the competing application of Boston Broadcasters Inc.

The commission's Jan. 23, 1969, WHDH-TV decision rocked the industry, since it was taken as a change in commission policy that would enhance the chances of new applicants challenging renewal applicants for their facilities. The decision, based on criteria developed for use in hearings involving new applicants, said BBI was to be favored principally on grounds of diversification of ownership of media and integration of ownership and management; it said WHDH's record did not merit consideration.

The decision led to the introduction of legislation in Congress designed to protect licensees against challenges at renewal time; it also led to the commission's Jan. 15 policy statement,

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which sought to make it clear that WHDH was not precedent for comparative hearings involving renewal applicants.

WHDH told the court last week that the Jan. 15 statement undercuts the commission's decision denying WHDH's petition for rehearing. WHDH had argued that the commission's use of criteria applicable to new-applicant-only proceedings had been improper.

The statement, in which the commission said it was restating policy dating back to 1951, holds that, in comparative hearings involving renewal applicants, the commission will favor the incumbent licensee if it has a record of having "substantially" served its area. It also says that the commission should not restructure the ownership of the industry on a case by case basis, and that a good record may outweigh preference to a newcomer on such factors as integration. And it stresses the need for stability in the industry.

The commission has maintained that the WHDH case "differs in significant respects from the ordinary situation of new applicants contesting with an applicant for renewal of license," and thus merits different treatment. The commission has noted that because the initial grant, in 1957, was tainted by charges of ex parte activities on the part of WHDH principals, WHDH's right to a full three-year license has been under challenge almost constantly. The commission and BBI are certain to make this point again, in responding to WHDH's brief.

However, WHDH told the court last week that "it beggars belief to suggest that" the commission's actions being appealed can be read as suggesting that WHDH should have been, or was, regarded as a new applicant rather than an applicant for renewal. WHDH cited various commission orders referring to it as a renewal applicant.

The two groups of petitioners seeking reconsideration of the policy state-

ment expressed concern it would illegally and unfairly protect incumbent licensees from challenges at license-renewal time.

Hampton Roads and Community Broadcasting said the statement has destroyed two of the factors on which they relied in filing their challenges. One was the understanding that the Communications Act limits an incumbent's right to a frequency to three years and precludes the granting of special rights to an incumbent. The other basis said to have been eliminated was the belief that comparative hearings involve the weighing of various factors, including integration of ownership and management and concentration-of-media control.

"The ground rules for the comparative hearings to be undertaken by petitioners have been drastically changed and petitioners are faced with hearings where a substantial advantage is given to the incumbent merely because it is the incumbent," they said.

(Both applicants are represented by the Washington law firm of Welch & Morgan. The same firm represents Voice of Los Angeles, which two weeks ago cited the same changed conditions as the basis for wishing to abandon its effort to replace NBC's KNBC-TV as occupant of Los Angeles channel 4 [BROADCASTING, Feb. 16].)

CCC and BEST, which had failed in an effort to obtain a court order blocking adoption of the policy statement in January, made the same underlying argument they offered in their court suit—by protecting incumbent licensees against challengers the policy blocks the entry of blacks into broadcast ownership. The CCC-BEST petition said that blacks hold only seven broadcast licenses—none of them for television—but that blacks are represented in five of the applicant groups now challenging TV renewal applicants for their facilities.

The two petitions also claim the policy violates the First Amendment. CCC and BEST say it "drastically" reduces "the opportunity of new groups" to enter broadcast ownership in the face of the Supreme Court's assertion that the purpose of the First Amendment is "to preserve an uninhibited marketplace of ideas . . . rather than to countenance monopolization of that market, whether it be by the government itself or a private licensee." The court made the statement in upholding the commission's fairness doctrine.

Both the CCC-BEST and Hampton Roads-Community petitions also said the policy statement was illegally adopted. They said that, whatever it is called, the policy is in effect a rule and that the law requires the commission to invite comment from interested parties

before adopting rules.

The commission rejected this argument in denying an earlier CCC-BEST petition. However, Hampton Roads-Community said that commission evaluation itself was incorrect, for there has been "a violent and shattering change in the law" which amounts to a change in rules.

The CCC-BEST petition asserts the policy violates the Communications Act by depriving new applicants of the effective right to a comparative hearing with incumbent licensees. The petition refers to the policy-statement provision that a hearing examiner may halt the proceeding and issue an initial decision as soon as he determines the incumbent's record has been "a substantial one."

Cable may come to the capital

Three D.C.-area groups have approached the city on cable-TV franchises

CATV for the nation's capital moved a step closer to reality last week when city officials began looking into methods of letting a franchise. This activity followed receipt of two applications for cable TV late last month.

C. T. Nottingham, superintendent of licenses and permits in the District of Columbia's department of economic development, said that Mayor Walter E. Washington had expressed interest in the establishment of CATV in the city and had appointed a task force to determine authority to issue a franchise.

The two applications were in the form of letters announcing willingness to initiate CATV in Washington if permits were issued. One was from Capital Cable Corp., Washington, whose directors included local business and civic leaders, with Dr. Cleveland Denard, president of the Washington Technical Institute, as president, and Brant Coopersmith, executive director of the American Jewish Congress, as chairman. It offered to provide free a number of channels for use by the city government, schools and educational institutions, as well as to provide equal opportunity for individuals or groups to rent or lease channels.

The other application was from American Tele-Systems Corp., Bethesda, Md. (a suburb of Washington). It did not list its officers or directors but the letter was signed by John I. Hanly, a Bethesda, Md., businessman who at one time worked for the National Association of Broadcasters.

At the end of last year a Washington group asked the city council to estab-

39% of homes have color TV

Color television set ownership in the U.S. has increased to 39% of all TV households, not including Alaska and Hawaii, it was reported last week by A. C. Nielsen Co. Nielsen said an estimated 22.6-million households had color sets as of Feb. 1. The company also estimated that the number of multi-set homes, those with two or more TV receivers each, has increased to 19.55 million homes or 33% of all TV homes. The 22.6-million figure for color households is identical to "Telestatus" projections made by Carl Ally earlier this month (BROADCASTING, Feb. 2).

lish an ordinance for CATV. Filed by The People Inc., a nonprofit group organized to provide black programming for TV, radio, motion pictures and other media, the petition recommended that one channel be available for lease to the general public (BROADCASTING, Jan. 5).

NCTA, state officials to discuss regulations

A cable TV group is scheduled to meet with a committee of state utility commissioners this week to discuss the subject of regulation.

The CATV group is the utility relations committee of the National Cable TV Association. Its chairman is Benjamin J. Conroy Jr., Communications Properties Inc., Austin, Tex. The utilities group is an ad hoc committee of the National Association of Railroad and Utilities Commissioners, which is holding its executive committee meeting in Washington Feb. 25-26. The NARUC committee it headed by Rcse Taylor, Nevada, and includes Brendan Byrne, New Jersey; Harold F. Keith, Connecticut; Dale Saffels, Kansas, and Archie Smith, Rhode Island. The NCTA-NARUC groups will meet Feb. 24.

In 1966, NARUC recommended to the states a model act placing CATV under state utility regulation. The association is now working on an alternative that would define CATV not as a utility, but would require state certification and the establishment of service standards. It would not authorize state commissions to regulate rates.

NCTA sources emphasized that the industry continues to oppose state regulation in any form, but is willing to discuss the subject. The impetus for the meeting is considered to have come from the U. S. Supreme Court ruling that held that states have the authority to regulate CATV (BROADCASTING, Feb. 9).

Stations back black DJ who criticized gangs

Both ABC-owned WLS-TV Chicago and independent WGRT(AM) Chicago last week stood solidly behind a black personality who spoke out on the air against youth-gang extortion practices and is now under constant police guard because of threats upon his life and his family. WLS-TV also posted special guards at its studios last week.

The personality, Holmes (Daddy-O) Daylie, a veteran Negro broadcaster in the Chicago area, has regular disc jockey assignments at WGRT and is host of the weekly *For Blacks Only* on WLS-TV. At both stations he has criticized criminal elements within Chicago ghetto youth

gangs that are demanding protection money from local merchants. He has not named any of the gang leaders by name nor has he named any gang, both stations noted; thus the FCC fairness-doctrine problems are being avoided.

Jeff Fort, leader of the black P-Stone Nation, appeared at WGRT last week and demanded air time but was refused. Gang leaders also appeared unexpectedly at a mass meeting of black businessmen which Mr. Daylie called a fortnight ago to attempt to curb the extortion racket.

Mr. Daylie owns a bowling alley and two gas stations and has refused to pay for protection. A guard at his bowling alley was shot three times in the back several days ago and customers have been threatened.

Captain Edward Buckney, head of the Chicago police department's gang intelligence unit, appeared on Mr. Daylie's Feb. 21 program on WLS-TV concerning the problem and said in the last two years Chicago youth gangs have been responsible for the shooting of 1,500 people, 200 of whom died. He said the gangs shake down black merchants as well as white.

March 16 meeting is on CATV annual reports

The FCC has set March 16 as the date for an informal conference to examine the Cable Television Bureau's proposals for an "annual report of CATV systems." All interested parties, especially representatives of the CATV and broadcasting industries, were invited in last week's announcement to participate in the conference moderated by CATV bureau staffers in Washington.

The meeting was set to give all interested persons a chance to comment on a questionnaire being readied by the commission staff. The questionnaire requires answers concerning operations and ownership, as well as a financial statement, all of which would be submitted in a report annually on April 1 (BROADCASTING, Feb. 16). A form on programming originations—presently viewed as only a one-time inquiry—will also be discussed for possible once-a-year reporting. Copies of the proposed forms are available from the CATV bureau upon request and will be distributed for discussion at the meeting.

Following the conference, the commission said, participants will be given 20 days to file additional comments. The commission requests that those wishing to attend the conference submit written notification to the CATV bureau by March 9.

The proposed revisions in the CATV reporting form and the other proposed forms are the outgrowth of comments and reply comments filed in response to

the commission's notice of proposed rulemaking which would require all CATV systems to file annual reports. The reports would provide current information on such matters as the location of systems, number of subscribers, channel capacity, broadcast signals carried, extent and nature of program originations, and other operations conducted on the systems, financial data, ownership, and interests in other CATV systems, broadcast media and other business media.

Atlanta broadcasters get black demands

All 24 stations handed negotiable list seeking program, job integration

Civil-rights activists who have charged every broadcast station in Atlanta with racial discrimination in programming and hiring are in the process of negotiating with those stations over a long, tough list of proposed reform measures. The list is cast as a broadcaster's "statement of policy," but it amounts to an enumeration of "negotiable demands," and spokesmen for the Atlanta black community are asking all of the city's 24 stations to sign it. Those who agree to abide by all, or a substantial part, of the statement would be pledging both full integration in programs and employment and special attention to black tastes and opinions. Those who balk at the statement will be opposed "by all means necessary," a black leader promised last week.

The Community Coalition on Broadcasting, in cooperation with other civil-rights groups, is behind the statement. It was one of 20 groups who wired the FCC asking that it defer action on the Atlanta renewals pending completion of the negotiations over programming and hiring practices ("Closed Circuit," Feb. 16). The negotiations were in full swing last week; the Rev. J. E. Boone, co-chairman of the coalition, said the results should be clear by the middle of this week.

Rev. Boone declined to discuss in detail how the talks are progressing, but said that "some" stations have responded well. Small groups of civil-rights leaders are meeting with individual stations to thrash out more than 30 separate proposals designed to increase the response of Atlanta stations to black needs. The National Association for the Advancement of Colored People, for example, is "taking a very, very affirmative role," Dr. Boone said.

Will stations that fail to respond find themselves faced with renewal challenges or petitions to deny renewal?

"If that's necessary," Dr. Boone said. "Whatever is necessary."

"Naturally, some of these stations want the least they can get, and we want the most," he said. "We'll just have to wait and see."

The "statement of policy" proposes reforms in ascertainment of community needs, employment, news and public affairs, public-service announcements, programing, and economic development.

In determining community needs, the station that complies with the statement would agree to designate a "station employee with authority to act," who would meet with the coalition (as well as with other representative public groups) at least once a month. The station would also agree to announce this

policy in a public-service announcement once a week in prime time.

In employment, the statement would require stations to recruit and train a "broadly representative" staff; to hire "immediately" one black individual at management level, who would be responsible for black-oriented programing but not confined to that role; to develop across-the-board hiring and training programs for blacks; to hire black women in several capacities, and to hire "immediately" one on-camera black newsmen.

The news and public-affairs section calls upon stations to cover events of interest to blacks, to observe the fairness doctrine, and to "appoint one full-time black employe with authority to receive and handle requests for news

coverage and public-service announcements from the black community." It would also establish new programs on the specific problem of poverty, what is being done about it, and what poor people can do to help themselves: "Programs should provide a vehicle of self-expression for the poor, as well as for officials who provide services."

Among other proposals: a regularly scheduled local prime-time program, at least monthly, to be directed and produced by blacks and to include blacks "in all areas of program production"; full participation by black children in all children's programing; a program of providing free advertising for "emerging black-owned-and operated businesses," and a black member of the station's board of directors.

Rand conclusions assailed again

Both Carlisle of NAB and Harris of AMST explain why TV is 'free' compared to CATV

Broadcast spokesmen last week returned to the attack on the Rand Corp. report on CATV, by economist Dr. Leland Johnson, which suggested that all restrictions be removed from cable TV but that in return CATV be made liable to copyright payments for all programs it uses (BROADCASTING, Feb. 2).

Both William Carlisle, vice president for television of the National Association of Broadcasters, and Jack Harris, KPRC-TV Houston, who is president of the Association of Maximum Service Telecasters, renewed their criticism of the report and Dr. Johnson's comments, contained in a Feb. 12 letter to Mr. Carlisle.

In that letter, Dr. Johnson iterated statements in his report that (1) requiring CATV systems to pay full copyright royalties in return for no restrictions on the use of distant signals would not result in unlimited importation, (2) there is nothing unique about one segment of an industry competing with another segment (e.g., scrap-metal dealers with steel producers, or used-car dealers with new-car sellers) as long as both pay the market price for the products they use, and (3) that the use of the word "free" for broadcast television was a misnomer.

Dr. Johnson noted again that cable-TV growth undoubtedly will have an effect on broadcasting, but, he added, broadcasters "will have to work harder and adjust more quickly, much as theater owners and radio-station operators had to learn to live with 'free' television when it emerged a couple of decades ago. . . ."

He concluded his letter by foreseeing the possibility that although many TV stations might suffer economically from

CATV, there are some stations "highly valued" by cable-TV operators that might actually increase their profits. And, he said, new stations may come on the air because cable-TV systems will help share the cost of programing.

To these points Mr. Carlisle replied that broadcasters will continue to use the term "free" to describe over-the-air TV and he characterized CATV as "parasitic."

"Without free, over-the-air TV," he said, "there would never have been CATV and there would not now be CATV. . . ."

In defending his use of the word

Media notes:

New consultancy ■ Donald A. Perry, president of Consolidated Communications Corp., has formed Donald Perry and Associates Inc., Newport News, Va. The new firm will specialize as a consultant in CATV franchising, brokerage and marketing. Mr. Perry indicated plans call for the opening of a Washington office within 90 days.

Tax relief ■ A subcommittee of the House District Committee last week approved a bill to give the International Telecommunications Satellite Consortium immunity from District of Columbia taxes. The tax relief for Intelsat was originally proposed by the State Department and subsequently endorsed by the D. C. government, which noted that its tax losses from the proposed move would be minimal. The bill (H.R. 14982) would grant immunity to Intelsat "and any successor organization thereto."

"free," Mr. Carlisle commented: "True, whether for free TV or CATV one has to buy and maintain receiving equipment, but beyond that no family has to buy advertised products in order to see programs. They must pay a monthly fee to watch TV if they receive it by cable. For many families, that is a very substantial difference between 'free' TV and CATV."

Mr. Harris termed Dr. Johnson's suggested solution to the distant-signal situation "extremely naive. . . . There is every reason to believe," he said, "that big, well-established stations in huge metropolitan markets like New York, Chicago and Los Angeles would absorb a large part, if not all, of the cost of obtaining copyright clearances for CATV distribution of their signals in other, smaller markets. . . ."

Using Dr. Johnson's argument that competitive marketplace forces should decide, Mr. Harris called on Dr. Johnson to also support elimination of restrictions on network option time, multiple-station ownership, and the use of translators.

Mr. Harris also took issue with Dr. Johnson's analogies. "The question is not one of permitting scrap-iron dealers to compete with the iron-ore mining and smelting industry. . . ." he said, "rather it is whether U.S. Steel should be allowed to deal with scrap-metal operators in a way which will destroy smaller iron-ore and smelting companies."

The AMST chairman also took strong issue with Dr. Johnson's objections to the term "free television." The cost of a TV receiver, Mr. Harris noted, bears practically no relationship to the use and benefits of television programs.

FCC to look at line-cost pass-ons

What effect they might have on overcommercialization is reason for closed-door meeting with CBS, NBC

In a step reflecting its increased concern with commercialization in radio and television, the FCC last week officially embarked on an investigation of new TV network-affiliate agreements on absorbing hikes in AT&T interconnection charges.

So that it may be "accurately and fully informed" about the agreements, the FCC last week invited NBC, CBS and Westinghouse to appear before the commission in a closed meeting scheduled for March 13. ABC was invited to attend the meeting "informally." Westinghouse had protested the CBS and NBC plans.

The commission asked the networks to provide before March 2 "a full statement concerning these new arrangements, the background to their formulation, their impact on the public in-

terest, and any other information which you deem pertinent."

"We would appreciate your describing in detail the discussions and negotiations (including any negotiations or contacts with any other networks or their representatives) which led to the plan, and the matters which were considered in its formulation," the commission added.

Commissioner Nicholas Johnson asked the networks to supply "precise figures" indicating trends during the last 10 years on the number of commercial minutes carried per hour, number of nonprogram minutes per hour, number of program interruptions per hour, number of commercial announcements per hour and allocation of revenue between network and affiliate.

More listeners added to radio's audience

Radio listening across the country increased by an approximate 5% from the fall of 1968 to the spring of 1969, according to the results of the third syndicated RADAR study released last week.

Brand Rating Research Audience Studies Inc., New York, which conducted RADAR's studies in the fall of 1968 and the spring of 1969, said Americans listen to radio at the rate of nearly three billion person-hours each week. More than one billion of this total represents listening to the 1,727 stations affiliated with the national networks, while the remainder describes listening by the nonaffiliated, independent stations.

The latest RADAR study indicated that almost 141 million listeners (93.1% of the total population 12 years and over) average slightly less than 21 hours of radio usage per week. On an average day, radio reaches 76.8% of the total 12 and over population, the study states.

RADAR (Radio's All Dimension Audience Research) is supported by the ABC, CBS, Mutual and NBC radio networks and a number of leading advertising agencies.

AWRT turns to campuses

In an effort to encourage high school and college students to enter the communications field, the American Women in Radio and Television is launching projects to establish affiliated organiza-

tions on campuses and to conduct broadcast career clinics. Rose Blyth Kemp of the California Institute of Technology, Pasadena, is chairman of the campus enlistment project, titled College Women in Broadcasting. Florence M. Monroe, New York City Board of Education, will head the career clinics campaign.

Senate commerce unit to eye CATV, satellites

The Senate Commerce Committee will get the \$759,000 it wanted for 1970. The Senate last week approved that request along with all other committee budget resolutions for the coming year.

The committee had \$625,000 to work with in 1969, but asked for more this year to permit "moderate growth in its professional staff."

In a report that outlined its activity during this Congress, the committee promised close scrutiny of the CATV and domestic-satellite questions. It also said further consideration will be given to proposals that would provide reduced-rate broadcast time for political candidates, "with a view toward possibly recommending legislation to the Senate in time for the Congress to act for the general elections this year."

Despite a flurry of interest in the political-broadcasting issue during the last session, no one really expects this Congress to legislate reduced rates for politicians.

Also approved last week: \$132,000 for the Senate Copyright Subcommittee, \$643,500 for the Antitrust and Mono-

NBC-TV reached an agreement with its affiliates last November providing for the affiliates' absorbing almost half of the network's \$7.4-million increase in line charges in the first year and about 81% after that. In return, the network agreed to provide more break time for station sales, effective Jan. 5, 1970, and to defer assessment of affiliates for their share of the AT&T increase until March 1, 1970.

CBS-TV affiliates, in an agreement reached last December, are to share the network's \$6.8-million increase by taking a 6.5% reduction in compensation by the network, effective Feb. 1, but would get extra selling time effective Jan. 4. ABC-TV has agreed to absorb its entire estimated \$5.8-million increase for at least the first year.

poly Subcommittee, and \$246,000 for the Administrative Practice and Procedure Subcommittee.

Red Barber in line-up for the NAB convention

A voice from broadcasting's past, that is still very active, and a discussion of the future as it involves the black community will be highlights on the radio programs planned for the National Association of Broadcasters 48th annual convention April 5-8 in Chicago.

The voice of history, the veteran sportscaster, who still airs 15 sportscasts a week, will be Walter Lanier (Red) Barber, of WGSB(AM) Miami.

"The Old Redhead" will speak on the broadcaster's role in his community and the dependence of listeners on his efforts at the April 7 morning session.

The panel discussion, following Mr. Barber's talk, will examine what is being accomplished in drawing black Americans into the mainstream of the radio business.

Moderator for the panel will be Sam Jones, executive director of the Urban League, Indianapolis.

Panelists are: Alvin Dixon, National Association of Television and Radio Announcers; Stanley Gortikov, president, Capitol Industries Inc., Hollywood; Ken Knight, WQBS(AM) Jacksonville, Fla.; Gregory H. Moses Jr., James Brown Broadcasting Co., New York, and Howard Sanders, Howard Sanders Advertising/Public Relations Ltd., New York. All except Mr. Gortikov are black.

Gannett, Federated in \$52-million merger

Gannett Co., Rochester, N. Y., group broadcaster and owner of 34 daily newspapers in six states, is expanding still further into newspaper ownership. It announced last week it has agreed in principle to merge with Federated Publications Inc., Battle Creek,

Mich., in a stock transaction valued at over \$52 million.

Federated publishes newspapers in four states—the *Battle Creek Enquirer & News* and the *Lansing State Journal*, both Michigan; the *Lafayette Journal & Courier* and *Marion Leader-Tribune Chronicle* and *Chronicle-Tribune*, both Indiana; the *Boise Idaho Daily Statesman*, *Idaho Evening Statesman* and *Idaho Sunday Statesman*; *Bellingham Herald*, and *Olympia Olympian*, both

Washington.

Under the terms of the transaction, which is subject to approval by directors and stockholders of both companies, Gannett will exchange one half of a share of its common stock and one fifth of a share of a new \$3.55 cumulative voting preferred stock (each share of which is convertible into four shares of Gannett common) for each share of Federated. Assuming full conversion of the preferred, Federated

The Broadcasting stock index

A weekly summary of market activity in the shares of 96 companies associated with broadcasting.

	Stock symbol	Ex change	Closing Feb. 19	Closing Feb. 12	Closing Feb. 5	1969-70		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	35½	35½	34	39½	33½	4,888	166,192
Atlantic States Ind.		O	5½	5½	5½	15½	5½	1,789	10,287
Capital Cities	CCB	N	35½	31½	28½	37½	26	5,804	189,210
CBS	CBS	N	44½	43½	44	59½	41½	26,129	1,142,360
Corinthian	CRB	N	30½	30½	28½	37½	20	3,384	107,442
Cox	COX	N	21½	20½	21	59	21	2,893	130,908
Gross Telecasting	GGG	A	16	16½	16	24½	14½	805	12,880
Metromedia	MET	N	18½	18½	17	53½	16½	5,603	91,049
Pacific & Southern		O	14	18	20	26½	13½	1,635	35,153
Reeves Telecom	RBT	A	7½	8	8½	35½	7½	2,253	19,714
Scripps-Howard		O	20½	20½	20½	31½	20½	2,589	55,634
Sonderling	SDB	A	29½	29½	25½	47½	25½	985	26,595
Starr Broadcasting		O	17	16½	18	18½	6½	338	6,169
Taft	TFB	N	25½	25	25½	43½	25	3,585	90,916
							Total	62,680	\$ 2,084,509
Broadcasting with other major interests									
Avco	AV	N	21½	22½	23	49½	21½	13,462	297,779
Bartell Media	BMC	A	10½	11½	12½	22½	8½	2,292	27,137
Boston Herald-Traveler		O	42	42	43	71	27	574	22,960
Chris-Craft	CCN	N	9½	8½	9	24½	8½	3,450	31,050
Combined Comm.		O	13½	14½	13½	16	8½	1,798	26,071
Cowles Communications	CWL	N	7½	8	8½	17½	7½	3,969	34,729
Fuqua	FQA	N	21½	22½	22½	47	21½	5,219	116,123
Gannett	GCI	N	28	27½	27½	29½	24½	7,117	195,718
General Tire	GY	N	19½	17½	18	34½	17½	17,914	335,888
Gray Communications		O	6½	6½	6½	12½	6½	475	3,444
Lamb Communications		O	4½	4½	4½	10	3½	2,650	13,913
Lee Enterprises		O	2½	20½	20	25	15½	1,956	41,586
Liberty Corp.	LC	N	20½	19½	17½	24½	14	6,734	119,688
LIN		O	9½	9½	9½	32½	7½	2,174	22,827
Meradith Corp.	MDP	N	32½	32½	33	59½	31½	2,781	93,442
Outlet Co.	OTU	N	15½	16½	16½	30½	15	1,366	21,162
Plough Inc.	PLO	N	83½	81½	76½	85	57½	7,892	645,171
Post Corp.		O	14½	15½	15½	40	14½	713	11,408
Rollins	ROL	N	39½	39½	33½	42½	30½	8,016	301,402
Rust Craft	RUS	A	26½	25½	26½	38½	24½	1,168	31,536
Storer	SBK	N	23½	25	21	62	19	4,221	117,513
Time Inc.	TL	N	32½	29	31½	100½	29	7,241	238,953
Trans-National Commun.		O	2	1½	2	11½	2	1,000	2,750
Wometco	WOM	N	19	19	18	23½	16½	5,583	100,494
							Total	108,845	\$ 2,852,277
CATV									
Ameco	ACO	A	12½	11½	14½	16½	7½	1,200	17,400
American TV & Comm.		O	21½	20½	19½	22½	9½	1,775	36,831
Cablecom-General	CCG	A	13½	14½	14½	27½	8½	1,605	26,483
Cable Information Systems		O	2½	2½	2½	5	2	955	2,149
Citizens Finance Corp.	CPN	A	39½	14½	15½	39½	11½	969	16,589
Columbia Cable		O	15	15½	15½	17½	9½	900	13,275
Communications Properties		O	8½	8½	9½	17½	4½	644	5,384
Cox Cable Communications		O	22½	21½	21½	24½	11½	3,550	74,550
Cypress Communications		O	17½	16½	14½	23	10½	854	13,237
Entron		A	5½	5½	6	10½	2	607	3,642
General Instrument Corp.	GRI	N	18½	20½	22½	43½	18½	6,028	133,339
H & B American	HBA	A	26½	26½	24½	38½	11½	5,016	134,629
Sterling Communications		O	4½	6½	6½	10½	4½	500	3,000
Teleprompter	TP	A	114½	109½	99	133½	46	1,007	114,919
Television Communications		O	13½	13½	14	20½	10	2,654	43,791
Vikoa	VIK	A	11½	13½	16½	35½	11½	1,815	35,393
							Total	29,435	\$ 674,611

shareholders would receive 1.3 Gannett common shares for each of their Federated shares.

Federated has 1,453,348 shares held by over 750 stockholders. The transaction would require Gannett to issue 726,674 shares of its common stock and 290,670 shares of the new preferred. Assuming this conversion, the deal would be worth \$52,193,404 based on a Feb. 16 closing price of \$27.625 of Gannett common stock on the New York Stock Exchange.

Shareholders of both companies will meet in May to consider the proposed transaction. Negotiations on behalf of Federated were handled by Vincent J.

Manno.

Federated's stock is traded over the counter. Its 1969 net earnings amounted to \$2.61 million or \$1.80 per share on revenues of \$29 million.

Gannett, which also owns a Geneva, N. Y., CATV system and a Clermont, Que., newsprint mill, reported record revenues and net income for the year ended Dec. 28:

	1969	1968
Earned per share	\$1.37	\$1.21
Revenues	148,986,668	123,738,688
Net income	9,751,422	8,624,451
Average shares outstanding	7,110,893	7,103,550

Note: 1969 net income does not include extraordinary gain of \$313,880 net of taxes, or 5 cents per share.

Kinney reports record quarter, TV emphasis

Warner Bros. intends to step up its television production activities this year and is completing agreements with several well-known TV producers-directors, Ted Ashley, president, told stockholders of Kinney National Service Inc., New York, during its annual meeting last week. Warner is a subsidiary of Kinney.

Mr. Ashley noted that on prime-time network TV this season, Warner is represented by only one series, *The FBI*. He reported that writer-producer

	Stock symbol	Ex-change	Closing Feb. 19	Closing Feb. 12	Closing Feb. 5	1969-70		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	23	22 $\frac{1}{2}$	23 $\frac{1}{2}$	42	22 $\frac{1}{2}$	5,882	150,579
Disney	DIS	N	155 $\frac{1}{2}$	151	143 $\frac{1}{2}$	155 $\frac{1}{2}$	69 $\frac{1}{2}$	4,469	639,067
Filmways	FWY	A	13 $\frac{1}{2}$	13 $\frac{1}{2}$	13	38 $\frac{1}{2}$	13	1,492	21,425
Four Star International		O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	2 $\frac{1}{2}$	10	2 $\frac{1}{2}$	666	1,998
Gulf and Western	GW	N	18	17	17 $\frac{1}{2}$	50 $\frac{1}{2}$	16 $\frac{1}{2}$	16,426	281,213
Kinney National	KNS	N	30 $\frac{1}{2}$	29	27 $\frac{1}{2}$	39 $\frac{1}{2}$	19	5,940	168,458
MCA	MCA	N	21 $\frac{1}{2}$	21 $\frac{1}{2}$	22	44 $\frac{1}{2}$	18 $\frac{1}{2}$	8,297	186,683
MGM	MGM	N	22 $\frac{1}{2}$	21 $\frac{1}{2}$	23 $\frac{1}{2}$	44 $\frac{1}{2}$	21 $\frac{1}{2}$	5,801	126,172
Music Makers Group		O	7	7	8	15 $\frac{1}{2}$	7	589	4,712
National General	NGC	N	15	15 $\frac{1}{2}$	15 $\frac{1}{2}$	46 $\frac{1}{2}$	15	4,539	68,630
Transamerica	TA	N	20 $\frac{1}{2}$	20 $\frac{1}{2}$	21 $\frac{1}{2}$	38 $\frac{1}{2}$	20 $\frac{1}{2}$	61,869	1,314,716
Trans-Lux	TLX	A	18 $\frac{1}{2}$	17 $\frac{1}{2}$	17 $\frac{1}{2}$	58 $\frac{1}{2}$	17 $\frac{1}{2}$	1,020	18,197
20th Century-Fox	TF	N	16	15 $\frac{1}{2}$	15 $\frac{1}{2}$	41 $\frac{1}{2}$	14 $\frac{1}{2}$	8,169	136,831
Walter Reade Organization		O	6 $\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{1}{2}$	15 $\frac{1}{2}$	6 $\frac{1}{2}$	2,342	31,617
Wrather Corp.	WCO	A	9 $\frac{1}{2}$	9 $\frac{1}{2}$	8 $\frac{1}{2}$	10 $\frac{1}{2}$	7 $\frac{1}{2}$	2,161	19,549
								Total	120,473
									\$ 3,168,747
Service									
John Blair	BJ	N	22 $\frac{1}{2}$	22 $\frac{1}{2}$	21	28 $\frac{1}{2}$	17 $\frac{1}{2}$	2,667	56,674
Comsat	CQ	N	44	44	42	60 $\frac{1}{2}$	38	10,000	382,500
Creative Management		O	13 $\frac{1}{2}$	14	13 $\frac{1}{2}$	20 $\frac{1}{2}$	8 $\frac{1}{2}$	1,020	14,535
Doyle Dane Bernbach		O	19 $\frac{1}{2}$	19 $\frac{1}{2}$	19 $\frac{1}{2}$	33	17 $\frac{1}{2}$	2,104	46,288
Foote, Cone & Belding	FCB	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	15 $\frac{1}{2}$	10 $\frac{1}{2}$	2,149	24,176
Grey Advertising		O	11 $\frac{1}{2}$	11 $\frac{1}{2}$	11 $\frac{1}{2}$	18 $\frac{1}{2}$	11 $\frac{1}{2}$	1,163	14,247
Movielab	MOV	A	5 $\frac{1}{2}$	6 $\frac{1}{2}$	6	14 $\frac{1}{2}$	5 $\frac{1}{2}$	1,407	9,146
MPO Videotonics	MPO	A	8 $\frac{1}{2}$	9 $\frac{1}{2}$	9 $\frac{1}{2}$	22 $\frac{1}{2}$	7 $\frac{1}{2}$	548	4,521
Nielsen		O	42	38	38	42	28 $\frac{1}{2}$	5,240	198,376
Ogilvy & Mather		O	20	19	18 $\frac{1}{2}$	35	15 $\frac{1}{2}$	1,090	22,890
PKL Co.	PKL	A	9 $\frac{1}{2}$	9 $\frac{1}{2}$	10	30 $\frac{1}{2}$	9	739	7,540
J. Walter Thompson	JWT	N	29 $\frac{1}{2}$	30	30	36	29 $\frac{1}{2}$	2,778	86,451
Wells, Rich, Greene		O	12	12 $\frac{1}{2}$	13 $\frac{1}{2}$	18 $\frac{1}{2}$	7 $\frac{1}{2}$	1,601	11,783
								Total	32,506
									\$ 879,127
Manufacturing									
Admiral	ADL	N	11 $\frac{1}{2}$	11 $\frac{1}{2}$	12 $\frac{1}{2}$	21 $\frac{1}{2}$	11 $\frac{1}{2}$	5,150	63,654
Ampex	APX	N	39 $\frac{1}{2}$	41 $\frac{1}{2}$	39 $\frac{1}{2}$	49 $\frac{1}{2}$	32 $\frac{1}{2}$	10,826	409,655
CCA Electronics		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	6 $\frac{1}{2}$	4 $\frac{1}{2}$	800	3,500
Conrac	CAX	N	24 $\frac{1}{2}$	23 $\frac{1}{2}$	25	59 $\frac{1}{2}$	24 $\frac{1}{2}$	1,249	29,352
General Electric	GE	N	69 $\frac{1}{2}$	70	69 $\frac{1}{2}$	98 $\frac{1}{2}$	69 $\frac{1}{2}$	91,025	6,667,594
Harris-Intertype	HI	N	65	63 $\frac{1}{2}$	61 $\frac{1}{2}$	80 $\frac{1}{2}$	61 $\frac{1}{2}$	6,350	399,609
Magnavox	MAG	N	31 $\frac{1}{2}$	31 $\frac{1}{2}$	30 $\frac{1}{2}$	56 $\frac{1}{2}$	30 $\frac{1}{2}$	16,561	567,214
3M	MMM	N	108 $\frac{1}{2}$	103 $\frac{1}{2}$	100 $\frac{1}{2}$	118 $\frac{1}{2}$	94	54,521	5,615,663
Motorola	MOT	N	128	122 $\frac{1}{2}$	122	166	102 $\frac{1}{2}$	6,649	902,602
RCA	RCA	N	30 $\frac{1}{2}$	29 $\frac{1}{2}$	30 $\frac{1}{2}$	48 $\frac{1}{2}$	29 $\frac{1}{2}$	62,773	1,920,854
Reeves Industries	RSC	A	4	4 $\frac{1}{2}$	4 $\frac{1}{2}$	10 $\frac{1}{2}$	3 $\frac{1}{2}$	3,443	13,221
Visual Electronics	VIS	A	7 $\frac{1}{2}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	37	7	1,357	9,499
Westinghouse	WX	N	61 $\frac{1}{2}$	59 $\frac{1}{2}$	57 $\frac{1}{2}$	71 $\frac{1}{2}$	53 $\frac{1}{2}$	39,304	2,112,590
Zenith Radio	ZE	N	33 $\frac{1}{2}$	31 $\frac{1}{2}$	30 $\frac{1}{2}$	58	30 $\frac{1}{2}$	19,020	618,150
								Total	317,771
									\$19,303,905
								Grand total	671,710
									\$28,662,066
Standard & Poor Industrial Average			87.76	86.73	85.90				

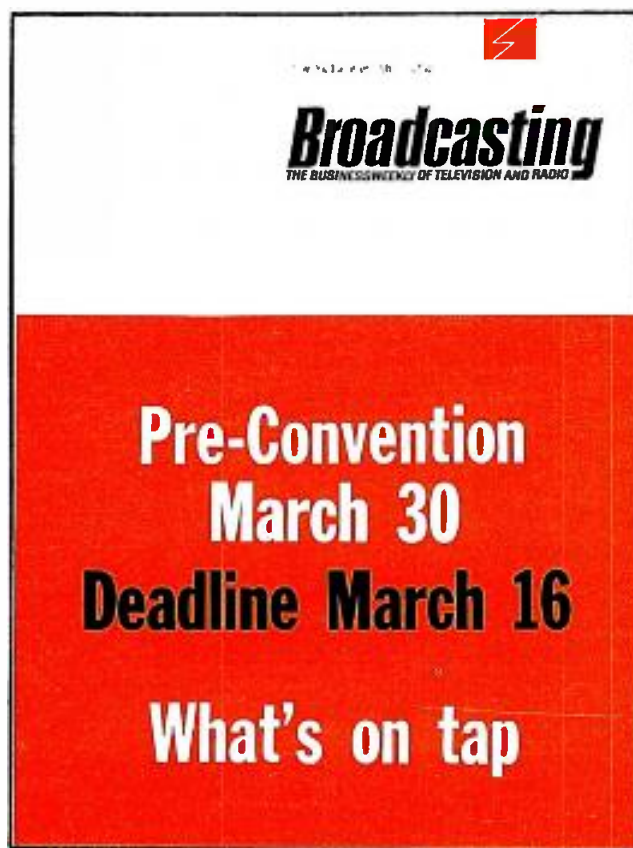
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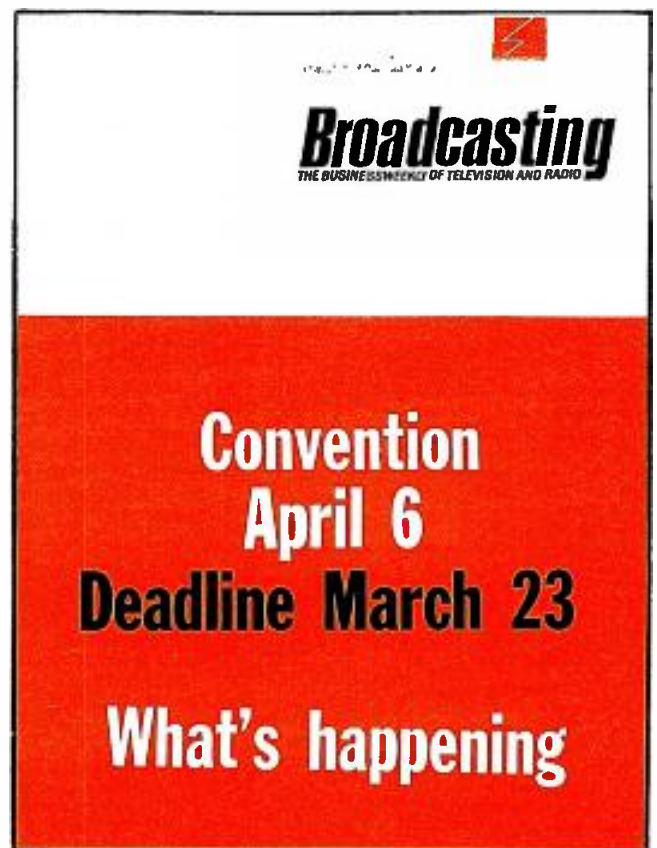
and practically everyone else of importance in broadcasting

Each issue will have a distribution over 41,000.



The cover features the NAB logo at the top right, the title "Broadcasting" in a large, bold, italicized font, and the subtitle "THE BUSINESS WEEKLY OF TELEVISION AND RADIO" in a smaller font below it. The main content area has a red background with white text.

Pre-Convention
March 30
Deadline March 16
What's on tap



The cover features the NAB logo at the top right, the title "Broadcasting" in a large, bold, italicized font, and the subtitle "THE BUSINESS WEEKLY OF TELEVISION AND RADIO" in a smaller font below it. The main content area has a red background with white text.

Convention
April 6
Deadline March 23
What's happening

Broadcasting, as usual, will cover the annual NAB Convention with the largest staff in the field.

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Post Convention
April 13
Deadline March 30

What happened

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Post Convention²
April 20
Deadline April 6

What happened
(EQUIPMENT)

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Paul Monash was signed recently to a long-term program-development contract and said the company is in the process of completing similar agreements with producers Hal Kantor, Richard Allan Simmons and Rod Amateau.

He advised stockholders that since last July, when Kinney purchased Warner Bros., the new management has effected savings of approximately \$5 million through economies in both the motion picture and TV operations.

Board Chairman William V. Frankel said Kinney showed a record net income in its first fiscal quarter ended Dec. 31:

	1969	1968
Earned per share	\$0.50	\$0.42
Revenues	122,813,000	120,482,000
Net income	8,671,000	7,075,000

Billings rise puts WRG at \$100-million level

Wells, Rich, Greene, New York, reported last week that billings for 1969 rose 45% to \$77,371,000 in fiscal 1969. New accounts added during the year were Samsonite luggage and Royal Crown Cola. The agency is currently billing at the rate of \$100-million annually.

For the fiscal year ending Oct. 31, the agency reports earnings increased

41.7% and operating revenues rose 45% while net income gained 84%:

	1969	1968
Earnings per share	\$1.02	\$0.72
Gross billings	77,371,000	53,299,000
Operating revenues	11,751,300	8,104,000
Net income before taxes	2,856,100	2,050,900
Net income	1,586,700	861,000
Shares outstanding	1,555,216	1,191,898

Company reports:

Ampex Corp., Redwood City, Calif., broadcast equipment manufacturer, reported earnings for the nine months ended Jan. 31:

	1970	1969
Earned per share	\$1.06	\$0.97
Revenues	229,601,000	207,554,000
Net income	11,444,000	9,620,000
Shares outstanding	10,837,372	9,967,677

Times Mirror Co., Los Angeles, parent of *The Los Angeles Times* and of recently formed cable TV firm, TM Communications Co., and whose acquisition, through merger with Times Herald Printing Co., Dallas, of KRLD-TV Dallas-Fort Worth, still awaits FCC approval, reported net income and revenues reaching record highs in the year ended Dec. 31:

	1969	1968
Earned per share	\$2.15	\$1.90
Revenues	396,000,000	363,000,000
Net income	27,800,000	24,500,000

Notes: 1969 net income does not include extraordinary item of \$4.6 million or 36 cents per share.

Cowles Communications Inc., New York, publisher and group broadcaster,

announced omission of its quarterly dividend and reported an increase in revenues but a decline in net income for the year ended Dec. 31:

	1969	1968
Earned per share	(\$0.47)	(\$0.22)
Revenues	171,176,000	167,221,000
Net income	(1,883,000)	(888,000)
Average shares outstanding	3,968,587	3,968,587

Doremus & Co., New York-based advertising agency, reported record billings and an increase in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.06	\$1.04
Gross billings	43,460,000	36,519,000
Net income	457,000	447,000

Note: Figures are restated to include di Russo Advertising Inc., which was acquired as a pooling of interests.

MPO Videotronics Inc., New York, television commercial and audio-visual communications producer, reported increased earnings for the fiscal year ended Oct. 31:

	1969	1968
Earnings per share	\$0.64	\$0.43
Sales	17,138,736	16,516,334
Earnings after taxes	353,163	229,142

Post Corp., Appleton, Wis., group broadcaster and newspaper owner, reported 13% increase in revenues and 20% increase in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.24	\$1.19
Net revenues	10,854,212	9,642,625
Net income	924,952	756,112
Average shares outstanding	729,623	713,123

BroadcastAdvertising®

Whose figures to believe?

ARB says recalculation confirms lost homes; new study finds more differences with Nielsen

The seeming impasse between television representatives and American Research Bureau officials over declines in TV viewing levels shown in ARB's new market reports (BROADCASTING, Feb. 9, 16) appeared to move at least slightly off dead center last week.

A meeting between spot-TV and ARB authorities in New York Thursday (Feb. 19) reportedly satisfied most if not all of the TV participants that ARB was making a sincere effort to find out why homes-using-television levels were down in so many of its reports, even if it did not prove to them that viewing was in fact down.

Participants also said the ARB representatives showed a willingness to consider proposals that reps and others have made for "improvements" in the formats of the reports, and specifically

agreed to make every effort to restore metro ratings and share figures to all sections of the ARB March reports.

The only condition ARB authorities put on their agreement to restore these figures—which were omitted from some sections of the current reports—was that doing so must not delay publication of the reports, according to participants. If to restore the metro rating and share figures in all sections would hold up delivery of the March books, ARB indicated, the restorations would be made in subsequent books.

As for proposals for other changes in content and format of the reports—including suggestions that the reports be issued in two sections—the ARB representatives were quoted as saying they would consider them all.

As to lower HUT levels shown in

ARB's November 1969 reports, ARB reportedly stressed that it has repeatedly re-examined its data and its computer program and has been able to find no flaws to account for the widespread HUT declines shown in these reports as compared with those for November 1968. When individual market data was run on both the 1968 system and the new one in use in and since November, ARB officials maintained, the results were the same.

One participant in last Thursday's meeting said afterward that "we felt they did examine the data and look for flaws in the system and didn't seem to find any." Except for that and "their assurance that they weren't sitting on their haunches," however, he felt the meeting "accomplished absolutely nothing."

"We still just don't believe that viewing is down," he added. "Now it's a question of whom do you believe." The allusion was to the Nielsen Station Index (NSI), an ARB competitor, whose November measurements showed HUT losses in substantially fewer markets and gains in more than did ARB's, and to the Nielsen Television Index, a

national service, which has been showing gains in viewing.

Another participant said the meeting solved "no big problems" regarding HUT, but he was more hopeful it would lead to further joint discussions that, in time, would result in better understanding—and better resolution of differences—between broadcasting representatives and ARB.

Although a number of reps and broadcasters have made individual visits to ARB to review its data and confer with officials, last week's was the first known "meeting" of its kind since the current controversy broke. And it was a small meeting.

TV participants were said to have included Cris Rashbaum of Harrington, Righter & Parsons, Dan Denenholz of The Katz Agency and Harvey Spiegel of the Television Bureau of Advertising. ARB was represented primarily by Robert Owens, William Shafer and R. R. Ridgeway, although President Peter Langhoff was also on hand at the outset but had to leave for another engagement.

Although Mr. Rashbaum is chairman and Mr. Denenholz a member of the TV Research Committee of the Station Representatives Association, which has formally protested that in both form and content the new ARB reports created "consternation" (BROADCASTING, Jan. 19), the meeting was described as one involving individuals and as "definitely not an SRA meeting."

Earlier in the week, a new analysis of the ARB reports added weight to prior contentions that they show far more widespread HUT losses—and generally bigger ones as well—than do NSI reports.

The analysis, by Katz Television and covering all 62 markets where there are Katz-represented stations, showed that in terms of total homes viewing from 9 a.m. to midnight, for example, ARB reported 12 markets with HUT levels up or unchanged and 50 markets with declines, compared with November 1968, while NSI reported 35 markets up or unchanged and 27 markets down from NSI's November 1968 figures.

Taking the analysis a step farther, Katz said that in 33 markets NSI and ARB agreed on the "direction" of the change—that is, they agreed on nine markets as being unchanged or up to some extent and on 24 as being down to some degree—but that among the others, ARB showed as down 26 that NSI showed as up, and ARB showed as up or unchanged only three that NSI reported down.

The Katz study made similar analyses of the 62 markets in terms of four other dayparts—noon to 5 p.m., 5-7:30

Network TV up \$149 million in '69

Gains in nighttime billings biggest factor in surpassing previous year by 9.6%

Network-television billings in 1969 totaled \$1,697,420,500, up 9.6% from the 1968 figure, according to estimates being released today (Feb. 23) by the Television Bureau of Advertising.

The estimates, covering net revenues from sales of time and programing, are compiled for TvB by Broadcast Advertisers Reports.

CBS-TV's billings for the year totaled \$650,891,100, NBC-TV's \$601,591,400 and ABC-TV's \$444,938,000, according to the TvB/BAR estimates.

December billings by the three net-

works came to an estimated \$171,059,800, a gain of 6.5% over December 1968.

Nighttime sales showed the greatest dollar gains for both the year (up 10.8%) and December (up 8%). Daytime sales as a whole gained 7.2% for the year and 3.5% for December, but Saturday and Sunday afternoon sales were up 11.5% for the year as against only 1.3% for December. The higher rate of increase for weekend daytime was attributed to 1969's having one more weekend day than 1968.

NETWORK TELEVISION TIME AND PROGRAM BILLING ESTIMATES BY DAY AND BY NETWORK (add 000)

	Dec. 1968	Dec. 1969	% Chg.	Jan.-Dec. 1968	Jan.-Dec. 1969	% Chg.
Daytime	\$ 54,501.8	\$ 56,427.7	+3.5	\$ 506,393.1	\$ 542,900.7	+ 7.2
Mon.-Fri.	29,357.3	30,954.3	+5.4	348,450.2	366,817.5	+ 5.3
Sat.-Sun.	25,144.5	25,473.4	+1.3	157,942.9	176,083.2	+11.5
Nighttime	106,137.0	114,632.1	+8.0	1,041,711.6	1,154,519.8	+10.8
Total	\$160,638.8	\$171,059.8	+6.5	\$1,548,104.7	\$1,697,420.5	+ 9.6

	ABC	CBS	NBC	Total
Jan.	\$37,044.6	\$56,289.5	\$56,790.1	\$150,124.2
Feb.	38,408.0	50,452.9	49,184.0	138,044.9
March	41,552.8	53,035.1	52,308.5	146,896.4
April	36,284.3	53,770.5	49,952.9	140,007.7
May	31,762.4	47,196.1	47,835.6	126,794.1
June	29,956.1	44,078.8	39,736.4	113,771.3
July	26,929.6	39,341.3	36,592.9	102,863.8
Aug.	28,814.8	40,227.8	36,017.1	105,059.7
Sept.	35,427.5	49,458.5	50,898.9	135,784.9
Oct.	47,351.5	69,862.7	66,603.1	183,817.3
Nov.	49,493.7	73,337.2	60,365.5	183,196.4
Dec.	41,912.7	73,840.7	55,306.4	171,059.8

Source: Broadcast Advertisers Reports (BAR).

p.m., 11:30 p.m. to 1 a.m. and 7:30-11 p.m., all EST—and in those, too, ARB tended to show more "down" markets and fewer "up" markets than NSI.

This was also true when the markets were examined for percentage of gain or loss—0-5%, 5-10% or over 10%.

The area of closest agreement between ARB and NSI appeared to be in the late-night period from 11:30 p.m. to 1 a.m.—an area that has figured in considerable speculation as being specially vulnerable to HUT attrition, now that all three networks have talk shows competing head to head.

For this period, according to Katz, ARB reported HUT down in 51 markets and up in 11, while NSI reported it down in 47 and up in 15. In percentages, ARB's figures showed 35 markets with HUT down by more than 10%, 12 down by 5-10% and four down by 0-5%. Comparable figures from the NSI reports were 22, 15 and 10.

In that time period, ARB and NSI reports agreed on 43 markets as being down to some extent and on seven as being up to some extent or unchanged

from 1968. Of the 12 others, four were reported down by NSI but up or unchanged by ARB, and eight were down in ARB figures but up or unchanged in NSI's.

For prime-time hours, ARB showed HUT levels up in 20 markets and down in 42, while NSI reported gains in 43 and declines in 19, according to the Katz study.

Marketing firm is founded

Marketing Intercontinental, a division of Haug Associates Inc., has been formed, and Robert L. Eskridge, former vice president for marketing of Carnation Co.'s international division, appointed president of the new company. Marketing Intercontinental will handle new-product and marketing functions for client companies. For larger clients, Marketing Intercontinental expects to take on internal-diversification assignments. The new firm is located at 1545 Wilshire Boulevard, Los Angeles 90017. Haug Associates, the parent company, is a marketing, consulting and research firm and is affiliated with Roper Research Associates, New York, and International Research Associates.

Networks defend antitobacco spots

But Kentucky growers study possibility of filing second suit asking damages

Attorneys for Kentucky tobacco farmers suing the three networks over anti-smoking messages last week were studying the replies by ABC, CBS and NBC to determine whether a second suit—asking for damages—will be filed.

The networks' replies, quoting FCC fairness rulings, defended the messages and denied all allegations made by the farmers in their suit, filed in Lexington last Dec. 19 (BROADCASTING, Dec. 29, 1969 et seq.). The farmers are not questioning the obligation of the networks to broadcast anti-smoking messages, but are asking that the scope of the messages' claims be reduced.

Specifically, the farmers charge "there is no scientific evidence of any causal connection between cigarette smoking and lung cancer, heart disease, tuberculosis and bronchial or respiratory disorders." The farmers' suit, accordingly, asks that each of the three networks "be permanently enjoined from broadcasting . . . statements or pictures in words or substance either directly or by innuendo the message that 'cigarettes will kill persons who smoke them.'"

The farmers charge that failure of the networks to discontinue such messages would "inflict irreparable harm upon the named plaintiffs, . . . will curtail if not destroy the market for cigarettes and for the tobacco grown . . . and adversely affect and reduce the value of the lands. . . ."

The networks, in their replies, cited several FCC and court rulings upholding their obligation to broadcast anti-

smoking messages. First cited was the June 2, 1967, FCC ruling in the case of WCBS-TV New York, reaffirming the obligation to present the other side of cigarette smoking, namely, ". . . that, however enjoyable, such smoking may be a hazard to the smoker's health" (BROADCASTING, June 12, 1967 et seq.).

NBC and CBS, in their replies, went further, quoting the FCC reaffirmation in September 1967 which, for the first time, injected the "death" peril: ". . . however enjoyable smoking may be, it represents a habit which may cause or contribute to the earlier death of the user . . ." (BROADCASTING, Sept. 18, 1967).

And, replying to the farmers' contention that there is "no scientific evidence" of a link between cigarettes and disease, the networks referred to a ruling by the U.S. Court of Appeals for the District of Columbia on Nov. 21, 1968, in the case of Banzhaf vs. FCC (BROADCASTING, Nov. 25, 1968): ". . . the danger [of cigarette smoking], though not established beyond all doubt, is documented by a compelling cumulation of statistical evidence. . . ."

The networks, answering charges that the anti-smoking messages were harming the farmers' business, pointed to the September 1967 ruling in which the FCC rejected the contention that its ruling should be withdrawn because it "would adversely affect the sale of cigarettes. . . ." Said the FCC at the time: "A cigarette manufacturer [does not] have any legal right to complain that the use of radio to inform the

public as to the potential health hazard of cigarette smoking may lead to some decline in cigarette sales . . . indeed, that is the very purpose of the educational efforts which Congress has directed HEW [Department of Health, Education & Welfare] to undertake."

HEW and other organizations involved with anti-smoking messages were not mentioned in the farmers' suit, but were represented in the networks' replies as "being concerned with the effect of cigarette smoking upon the life and health of the cigarette smoker." The messages they produce and make available, it was noted, "embody and present the viewpoint of the FCC . . ."

The farmers' class suit was brought in the names of James W. Robinson, Tavner Dunlap Jr., John A. Baker, William Balden, Glen H. McCauley, R. C. Gray, George Lamb and Kemp Thompson, "in behalf of all tobacco growers who are citizens and residents of the state of Kentucky."

Danish cites sponsors alert to social issues

Television broadcasters and advertisers are joining forces to present to the public an expanded volume of programming that focuses on issues that are plaguing society, Roy Danish, director of the Television Information Office, said last week.

He told the "world-of-advertising seminar" at Texas Tech University in Lubbock, Tex., last Thursday (Feb. 19) that advertisers are recognizing that "they have a role to perform if the communities which are their markets are to be kept healthy and stable." He cited such examples as Bell Telephone's telecasts on the crisis of American cities; Eastern Airlines' three-and-a-half-hour *From Here to the Seventies* and the 3M Co.'s four-hour program on *Africa*. He noted that the clients of one agency, BBDO, have sponsored about 100 documentaries in five years, many dealing with social issues.

"The use of specialized programs is by no means limited to national advertisers," Mr. Danish said. "Some of the most effective advertiser-supported programs appear on local stations and deal with local affairs. The advertiser's opportunities to serve himself by serving the community are endless."

Mr. Danish pointed out that the television commercial often can perform a public service. He mentioned Polaroid, Western Electric, Gulf Oil, Procter & Gamble and General Electric to typify companies that incorporated public-interest themes into their television commercials.

Business briefly:

Finnair, through Harvard, Peskin & Edrick Inc., both New York, will launch its first nationwide ad campaign on CBS Radio's *Arthur Godfrey Time*.

S. C. Johnson & Son, Racine, Wis., through Foote, Cone & Belding, New York, has purchased a spring commercial schedule for Weather Wax on ABC Radio's American Contemporary Network.

Faberge Inc., through Nadler & Larimer Inc., Lennen-Newell Inc., and Mathison, Ress Inc., all New York, will sponsor an ABC-TV musical special, *Harry and Lena*, starring Harry Belafonte and Lena Horne, Sunday, March 22 (8-9 p.m., EST).

Aziza, cosmetics division of Prince Matchabelli, New York, will introduce

a line of seven face makeup products next month with a television commercial in the top-20 markets. The 30-second spot, produced by Norman, Craig & Kummel, will start its run the week of March 1.

Purchases on NBC Radio include: **duPont**, Wilmington, Del., through N. W. Ayer & Son, Philadelphia, for "Lucite" paint, on *News on the Hour, Monitor*, and *Emphasis*; **Association of American Railroads**, Washington, through McCann-Erickson, New York, on *News on the Hour* and *Monitor*; **Burlington Hosiery Co.**, through Doyle Dane Bernbach, both New York, for Cameo stockings, on *Emphasis* and *Monitor* and **E. L. Bruce Co.**, Memphis, through Thyme Inc., New York, for Terminix on *News on the Hour* and *Emphasis*.

Seminar is advised on information in ads

The need for advertising to do more as a conveyor of information from manufacturer to consumer was spotlighted in New York last week for high-level management executives attending a seminar on consumerism.

The message was broached last Tuesday (Feb. 17) by Betty Furness, former President Johnson's special assistant for consumer affairs and one-time radio-TV personality and refrigerator saleslady. It was echoed on Wednesday (Feb. 18) by Stephen A. Greysier, associated professor of business administration, Harvard business school. Both addressed the seminar in New York sponsored by Advanced Management Research Inc.

Miss Furness, urging advertisers and their agencies to assure that consumers get all possible information on products, acknowledged that TV poses a problem in this area. The shortness of commercials limits the information that can be shared, she observed. But, she insisted, "at some point, the information must be there" and pointed to the print media as a means of supplementing the TV advertising message.

Miss Furness, who plans a new consumer-oriented half-hour TV show next fall (see page 72), said agencies have a "heavy responsibility to convince clients" to make available all information they can.

"If Arthur Godfrey can't get information, how can consumers?" asked Miss Furness. She referred to Mr. Godfrey's claim that the makers of Axion—for whom he is a TV spokesman—did not tell him of the product's pollution potential (see page 46).

"Basic information—that's the job advertising has to do," said Professor Greysier. He called for "sophistication" in advertising with businessmen focusing on individual aspects of products for special needs. "Not all consumers have the same needs," he observed.

Hygiene spots stir little public excitement

Since the National Association of Broadcasters TV board of directors in January 1969 amended the television code to permit advertising of some personal products, the public reaction has been relatively mild. Few complaints have been made, code authority officials report.

The code authority, during 1969, screened and approved 21 commercials for 11 externally applied feminine deodorant-spray products under the new standard, which makes such advertising acceptable provided it meets exist-

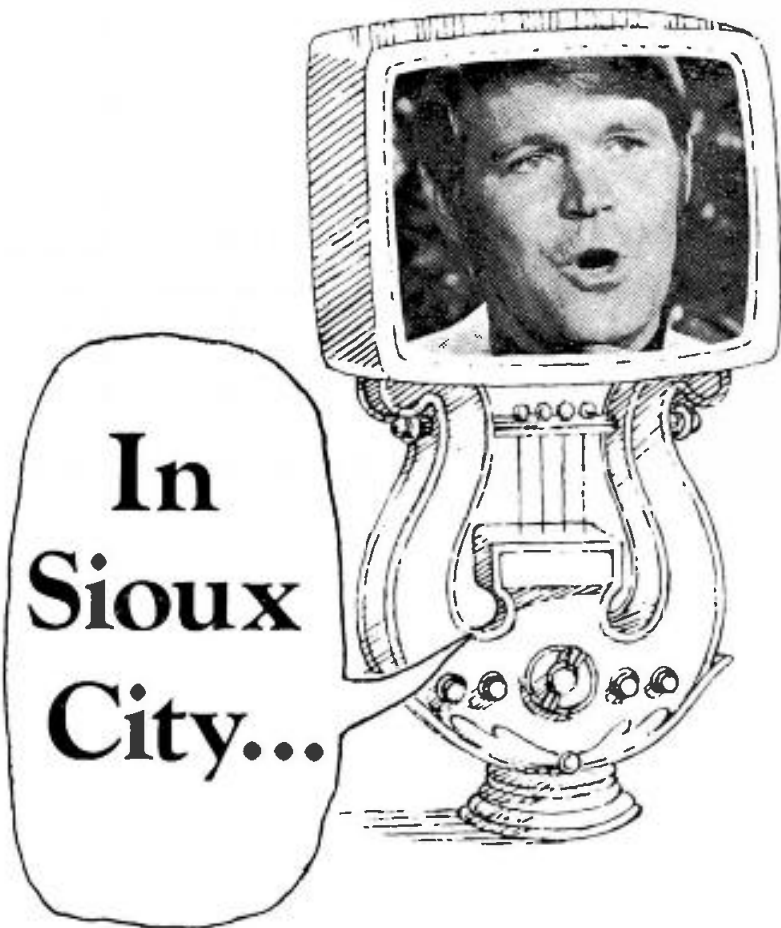
ing requirements as to taste and substantiation of claims. Code Director Stockton Helffrich reported that the few comments received at the code-authority office indicated some concern about future trends, such as more permissiveness, in TV advertising rather than objections to the ads.

There has been some indication further moves to seek acceptance for internal feminine-hygiene products may be made. However, an appeal to accept a commercial for sanitary napkins was turned down by the code review board in December 1969. It was reported approval would be sought for one of the new scented douches, but Mr. Helffrich

says to date no request has been made to the code authority (BROADCASTING, Jan. 12).

Falstaff drops FC&B


Falstaff Brewing Corp., St. Louis, and Foote, Cone & Belding, Chicago, announced last week that the agency will no longer handle the \$8 million beer account after May 31. Robert W. Troast, marketing vice president for Falstaff, said the decision was reached as a result of changes in marketing strategies for the beer. Mr. Troast, who recently joined Falstaff, formerly was with Needham, Harper & Steers.



**In
Sioux
City...**

Glen Campbell is KMEG-TV


The Channel 14 efficiency experts deliver the Siouxland sales center at the right price. With a million-watt primary signal. No inflated rate cards, no waste audience. Strong movies nightly — Mike Douglas, Truth or Consequences daily. And attractive news huys, early and late.



The Folger Nations

RADIO
WZZM KILMAMODONVILLE OHIO
WZZM GRAND RAPIDS
WZZM GRAND RAPIDS KILMAMODONVILLE
WZZM/WZZM-FM CHICAGO

TELEVISION
WZZM-FM GRAND RAPIDS KILMAMODONVILLE
WZZM-FM CHICAGO KILMAMODONVILLE CITY
WZZM-TV CHICAGO KILMAMODONVILLE
WZZM-TV CHICAGO KILMAMODONVILLE
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KMEG-TV

A CBS Affiliate

A megawatt of sales power for Sioux City

Avery-Knodel, Inc., Exclusive National Representatives

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 8, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 8	Total dollars week ended Feb. 8	1970 total minutes	1970 total dollars
	Week ended Feb. 8	Cume Jan. 1 Feb. 8	Week ended Feb. 8	Cume Jan. 1 Feb. 8	Week ended Feb. 8	Cume Jan. 1 Feb. 8				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 141.3	\$ 639.6	\$ 338.5	\$ 1,675.1	90	\$ 479.8	416	\$ 2,314.7
Monday-Friday 10 a.m.-6 p.m.	1,868.5	9,862.3	3,318.4	18,784.5	1,865.6	10,269.0	851	7,052.5	4,271	38,915.8
Saturday-Sunday Sign-on-6 p.m.	1,322.8	6,134.8	1,049.1	13,705.2	845.9	5,120.9	291	3,217.8	1,596	24,960.2
Monday-Saturday 6 p.m.-7:30 p.m.	205.1	1,387.1	913.9	4,991.1	827.3	4,572.0	78	1,946.3	407	10,950.2
Sunday 6 p.m.-7:30 p.m.	202.5	765.3	237.9	2,615.0	229.9	1,737.1	20	670.3	126	5,117.4
Monday-Sunday 7:30-11 p.m.	5,755.7	29,817.6	7,721.6	44,202.4	7,273.6	42,583.5	431	20,750.9	2,358	116,604.0
Monday-Sunday 11 p.m.-Sign-off	120.8	860.9	356.5	1,962.2	661.2	3,321.1	100	1,138.5	522	6,144.2
Total	\$ 9,475.4	\$ 48,828.0	\$13,738.7	\$ 86,900.5	\$12,042.0	\$ 69,278.0	1,861	\$35,256.1	9,696	\$ 205,006.5

Fresca to take first dip into network TV

Coca-Cola Co.'s Fresca is becoming a major network TV advertiser, the Marschalk Co., New York agency handling the account, reported last week.

About \$4 million has been budgeted for network buys plus a heavy barrage of TV spots, that began last week in major U.S. markets. There also will be some radio advertising, Marschalk said.

Marschalk also announced last week it has been named as agency for the Waring Products division of the Dynamics Corp. of America. In addition to the Waring blender, advertising in 35-40 major markets also will feature can openers, knife sharpeners and other products, such as hair dryers, still being developed. The Waring ad budget is about \$1 million.

Spot-radio support sought by Carte Blanche

Carte Blanche Corp., Los Angeles, which operates the Carte Blanche credit card system, is moving into spot radio for the first time. This was announced by J. Walter Thompson executives at the February luncheon meeting of the Southern California Broadcasters Association, meeting in Hollywood last week. Dunlap C. Clark Jr., media director of JWT's Los Angeles office, said radio would be used as local support for Carte Blanche's standard print campaign.

Explaining the agency's approach to the timebuying, Mr. Clark said JWT would use an "on-again, off-again" technique for the two projected flights of Carte Blanche commercials in 22 mar-

kets. The radio spots will be aired for a week, dropped for a week, presented again, and dropped over the length of the campaign. The flights will begin this month, with the second flight in the fall.

Special inside group hits client problems

Still another variation of the new experimental "agency-within-an-agency" concept has evolved, this time said not to be either of the creative boutique or think-tank varieties.

Clinton E. Frank Inc., Chicago, has announced formation of an internal group at headquarters known as Creative Keys, formed of key people from the staffs of the agency's offices in New York and Los Angeles as well as Chicago. The group meets for intensive three-day sessions in March, July and November to tackle special problems for clients or the agency itself.

The kick-off three-day session was held in Chicago last week. The group reports directly to the agency's executive committee with agenda topics chosen by Hill Blackett Jr., board chairman, and Robert J. Wanamaker, senior vice president and creative director.

Godfrey commercial says product is a pollutant

Arthur Godfrey, an ardent conservationist, will star in a new TV commercial for Axion beginning today (Feb. 23) that will concede that the pre-soak product contributes to water pollution along with other detergents and other

waste products.

The one-minute commercial on network and spot TV is a brief commentary by the TV personality on the problem of pollution. It is viewed by Colgate-Palmolive, maker of Axion, as Mr. Godfrey's response to the dilemma that was posed several weeks ago when the performer told C-P he would no longer appear as spokesman for Axion unless he could mention its pollution potential (BROADCASTING, Feb. 9).

An official of Colgate said that Mr. Godfrey himself had written the copy for the new commercial less than two weeks ago while he was in the Everglades in Florida, starting in the second of a group of specials on ecology that are being sponsored by Colgate.

Help promised in squelching ad tax

New Jersey broadcasters won't be paying any sales tax at all if an amendment introduced last Monday (Feb. 16) passes the state legislature March 9.

Following passage Feb. 9 of a bill providing for payment of a 5% sales-use tax on all advertising materials used for radio and TV commercials, New Jersey broadcasters cried "foul" and charged "discrimination" (BROADCASTING, Feb. 9). They extracted a pledge from leaders of the Republican legislative majority to make the tax provision more equitable—at the very least to include newspapers in the tax.

And the pledge has been honored. The long-sought amendment goes even further and if it passes, the situation will revert to where it was: None of the media will have to pay any sales-use tax.

**Why let the sun set
on your profits?**



The night is filled with money

Does your money-making potential end with sunset? GO FM, and night is the start of a new day's programming. GO FM, and you can increase your money-making potential day and night.

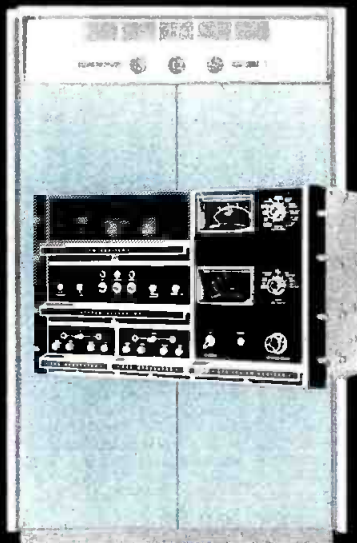
But go with RCA. For a number of very practical reasons. Your technical problems will be solved by the world's most experienced broadcast equipment manufacturer. RCA will plan your entire station, from microphone to tower. RCA will help you sustain your station. Whether you need a replacement part, or a new transmitter, one phone call to your local RCA man means immediate service!

You will also enjoy the convenience of single-source purchasing, as well as the technical advantages of completely matched systems. Today, as it has been for years, RCA is the *only* complete source of everything you need to produce the finest FM (and AM) signals possible. For greater value when you buy—and lower operating costs for years to come—be particular. Insist on RCA.

New BTE-15A Stereo/SCA Exciter System to increase your FM profit potential!

Add Stereo and SCA and you're in the total FM business! Buy any of the new RCA FM transmitters and all you need is the optional stereo and SCA generator. Or plug the entire BTE-15A system into many previous-generation transmitters!

Another reason why *anti-obsolence* is "standard equipment" in RCA!

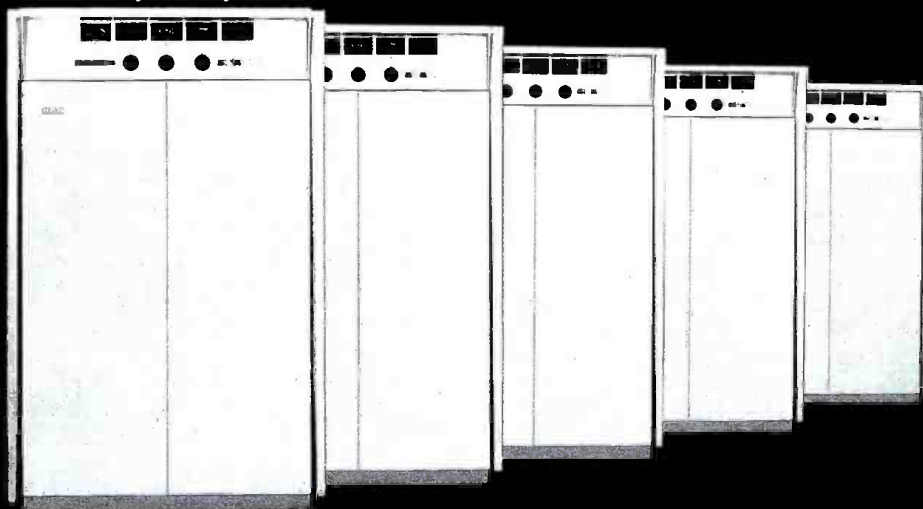


and RCA FM can help you
make the most of it.

New FM transmitters for the sound that says "today".

Once again, RCA has advanced the "state of the art". RCA's new FM transmitters are engineered to take full advantage of today's sound and feature—in every model—the only FM exciter with integrated circuitry (IC) and complete instrumentation!

The new line includes: Five solid state transmitters (1-KW to 40-KW) for mono or stereo operation, all with built-in facilities for remote control. Most models offer in-the-field power-expansion facilities. Most models are designed for "non-stop" parallel operation.



RCA has everything you need to make FMoney.



Everything. From microphone to towers. And everything matched for excellent performance and economical system expansions. Shown here are but a few recent additions to the audio line.

The new BC-17 Three-Channel Console for AM and FM. Features completely solid state design, will handle AM-FM, FM-Stereo and SCA audio switching . . . plus the upcoming new "Galaxy" series of microphones.

The New Audio Automation System. Designed to run a full day's programming for you. It switches between many preselected audio sources and sequences them automatically in any preset pattern.

See the man from RCA for the best of everything in radio. Ask him about our new antennas, reel and cartridge tape recorders, turntables, pickups, microphones.

And be sure to send for our new Station Planning Literature for everything you want to know on how to make floor plans, choose and maintain your equipment! Write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.



RCA... Totally Responsive

RCA

FM, at long last, is making its move

In at least six major markets the service proves its ability to meet, and even beat, AM competitors

A \$3-million offer for an FM station in a major market was turned down late last year; at about the same time a Los Angeles FM was sold for \$1.6 million.

Eighty-eight percent of Phoenix homes now have FM sets. Philadelphia is not far behind with 84%. Not coincidentally, KMUZ(FM) Phoenix and WQXR(FM) Philadelphia are giving their AM competitors fits.

The FM-success pulse is fluttering in a few markets today, though the nationwide FM heartbeat is yet to be heard. It's a carefully nurtured phenomenon, paced by aggressive, full-time FM management, clever promotion, maximum music and minimum chatter. It's getting the kind of ratings numbers that AM's used to call their own and it's attracting media buyers enticed by the cost efficiencies and the palatable demographics.

Consider:

In six markets where FM is making significant inroads against AM competition, it's not unusual to find the FM outlet pulling a number one or number two with prime 18 to 49 men and women demographics. With those kinds of numbers the FM's are transcending the physical differences that have traditionally kept AM and FM services separate in the minds of advertisers.

FM-set penetration is high in five of the markets—Boston, New York, Philadelphia, Phoenix and Washington—ranging from 64% to 88%, according to a first-time Pulse survey, exclusive to BROADCASTING (see page 50). (A sixth, Santa Barbara, Calif., was not broken out by Pulse.) Houston, which is a hot-bed of FM station trading, shows FM penetration of 73% (see below).

Those six to 14 minute commercial limitations aren't necessarily imposed

for lack of sponsors. Lists of "class" national advertisers—from airlines to soap companies to automobiles—speak otherwise.

Where the FM action occurs is in Boston:

In September 1967 WJIB(FM) went on the air with a mandate from the Kaiser Broadcasting Co. management to provide area listeners with a service that would accentuate adult album music in stereo with few commercial interruptions 24 hours a day.

Twenty-nine months later, the station continues to follow this broadcasting credo unswervingly. The result is that it ranks third among the more than 30 Boston area stations (AM and FM) in total listening throughout the week and is second among all outlets in adult listeners (based on October/November 1969 American Research Bureau sweeps).

Equally satisfying to the Kaiser man-

A sellers' market proves a point

Knowledgeable station investors aren't reluctant to pay handsome prices for the right FM outlets

A hot station-trading block the past 14 months is one indication of the attractiveness of major-market independently owned FM properties. Seventeen FM-only outlets changed hands during that period at prices generally unheard of a few years ago. Formerly, prospective buyers could take their pick of practically any independently owned FM station for a figure down to the bare-bones value of station plant—or less.

One major company seeking to expand its broadcast holdings reportedly offered \$3 million for an FM station in a top-10 market, but the offer was rejected ("Closed Circuit," Dec. 8, 1969). The 17 FM's commanded prices ranging from \$230,000 to \$1.6 million with Houston the most actively sought-after market, followed by Los Angeles and Philadelphia.

FM Station	Price	Buyer
KCBH Los Angeles	\$1.6 million	Faberge Inc.
WQAL Philadelphia	997,500	United Artists Broadcasting Corp. (group owner)
KLEF Houston, KBRG San Francisco	925,000	Joseph M. Field (group owner)
KRHM Los Angeles	850,000	Pacific & Southern Broadcasting Co. (group owner)
WKLS Atlanta	750,000	San Juan Racing Association
WIFI Philadelphia	750,000	General Cinema Corp.
WAYL Minneapolis	650,000	Joseph M. Field (group owner)
KRBE Houston	450,000	Alexander M. Tanger (principal in General Cinema Corp., WLKW-AM-FM Providence, R.I.)
WJZZ Bridgeport, Conn.	380,000	Nassau Broadcasting Co. (group owner)
KBNO Houston	360,000	Culligan Communications (group owner)
WWEL Chicago	325,000	James H. Rich (principal in group-owner Dynamic Broadcasting)
KFMX San Diego	308,750	Walter N. Nelskog (group owner)
WWPB Miami	300,000	Robert W. Sudbrink (group owner)
KETO-FM Seattle	300,000	Leon A. Crosby
KDIG San Diego	285,000	Aldolfo and Elias Liberman
KMSC Clear Lake City (Houston)	230,000	L. Raymond Dawson (group owner)



In Philadelphia FM is identified as class

That's how one station has pushed into the top five in big national market

Heavy promotion has kept **WDVR**(FM) Philadelphia before its listeners and has pushed it up into the top-five station rankings. The station's MOR format (Mantovani, Percy Faith-type album sound) hasn't changed in six years; three years ago **WDVR** was well down the pack with generally an 0.9 rating; now it's posting a 1.5, over-all about fifth in the market.

Certain time periods **WDVR** nearly calls its own. The station is a solid number two in men 25 to 49 and women 35 to 49 in the 6 a.m.-midnight bracket, the kind of demo-

graphics it is aiming for. According to Jerry Lee, **WDVR** president and general manager, the up-turn in ratings is attributable to the station's promotion outlay, which is the largest chunk in the **WDVR** budget. A \$300,000 10-week "Beautiful People Station" campaign launched last month comprises 60, 30 and 10-second color spots for TV airing, 320 posters on buses, eight billboards near primary highway arteries and 10-million matchbooks floating around Philadelphia ("over two-and-a-half books for every person in the city," the station claims).

"Class" in both the **WDVR** sound and listener is promoted in the TV spots (above), which were produced by Focus Presentations Inc., New York. A young and obviously wealthy man hops into his Silver Cloud Rolls Royce, goes for a spin and turns on "his radio station—**WDVR**," which he enjoys. The man soon passes a beautiful blond driving a Jaguar roadster; both eye each other

and later stop their cars in hopes of making an encounter. As the man lowers his car window, "bad music pours out of the Jaguar's radio, 'turning off' the man," so the storyboard reads. The Rolls quickly pulls away. The sole voice-over is heard at that moment: "There's classy . . . and then again there's class. If you listen to **WDVR**, you know the difference. **WDVR**, 101 FM."

The "Beautiful People" campaign is the second large promotion **WDVR** has held. The first one—a \$100,000 sweepstakes conducted in May 1968—"put us on the map," Mr. Lee says. More than \$200,000 was spent in promoting it. The result, according to Mr. Lee, was a boost in listeners in the average quarter hour from 36,000 to 48,000.

WDVR holds its commercials down to six an hour, and the indications are that if it wanted to raise that limit, it wouldn't have difficulty in filling the time. Mr. Lee says: "All major national advertisers use us."

agement are the advertising achievements of the station. **WJIB** broke into the profit column in August 1968 and, according to Peter V. Taylor, general manager, "is continuing to make strides each month." He declined to estimate current billings but said: "We are aiming for our first \$1-million year in 1971."

What is the secret to the station's success in the hotly competitive Boston market? Unlike other major-market FM's **WJIB** does little, other than a few billboards, to promote itself. "Our research indicated there was a need in Boston for a station that would provide recognizable music in stereo 51 minutes an hour, 24 hours a day on a carefully programed basis," Mr. Taylor says. "The second ingredient that is important is consistency. We never deviated from this policy. People came to expect this type of music on the station, and when they wanted it, they turned to us. A third factor is we have an excellent signal, which reaches one-third of our audience outside the Boston metro area."

The remainder of the broadcast hour,

according to Mr. Taylor, is devoted to two minutes of news; a minute for station identification, and six minutes of commercials.

The station's ARB rating climbed to about a 6 after the first year and now hovers between 9 and 10, he reports. Mr. Taylor notes that **WJIB** has increased its rates five times in less than two-and-a-half years, but says its cost-per-thousand is still lower than the leading stations in the Boston area.

WJIB's billing is divided about equally between national and local accounts, he states, but national advertising is growing at a rapid clip. The station is represented nationally by Quality Media.

National business comes from virtually all the airlines and automotive manufacturers, plus such grocery-home products companies, as Colgate-Palmolive, Campbell soup, Coca-Cola, Carling beer, General Foods, Kraft, Lever Bros. and Morton salt. Local advertisers include many retailers, restaurants and hotels, financial institutions and personnel-recruitment organizations, which is a growing category.

"Our post-midnight bloc isn't easy to sell because most people are sleeping," Mr. Taylor says. "But we sold the midnight-3 p.m. period to a theater chain."

In New York:

Three years ago RKO General-owned **WOR-FM** had a "few nice loyal listeners" with a smooth MOR format, according to Hugh Wallace, general manager. Drake-Chenault, one of the more successful radio doctors (**BROADCASTING**, Feb. 3, 1969), was brought in to nurse those sick ratings. The prescription: a fast-paced popular-contemporary format, uncluttered with minimal DJ talk, a maximum of 12 commercial interruptions per hour and 11 to 13-minute-long non rip-and-read newscasts 20 minutes before and after the hour.

Depending on the ratings services cited, **WOR-FM**, after two years in this format, comes out number one in certain time periods. Pulse shows top status weekdays among women 18 to 34 in the 3 p.m.-7 p.m. bracket and among men 18 to 34 in the 7 p.m.-midnight bracket. According to ARB

“Funny. You don’t sound FMish.”

Deep down you know you're an AM bigot. That's why you can't seem to judge FM by the same standards as AM. If you could, you'd look at FM stations as *individuals*, not stereotypes. Take KHJ/FM. Sure, we're FM. But first we're a *radio* station. 60,000 watts. Six county L.A. coverage. Modern music—not background, underground or acid rock. Audience 85% adult (18 to 49). No. 1 in cumes* And our CPM matches any AM for buying efficiency. So, judge us for what we are, not what you assume we are.

If you switch us on, do we not play?

If you listen to us, do we not entertain?

And if you buy our time, do we not sell?

KHJ•FM. Stereo 101.  An RKO Radio Station
Represented by: RKO Radio Reps.

*A.R.B. April/May 1969. Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

Where the FM sets are

Phoenix, Philadelphia have highest penetration as Pulse finds FM building everywhere

Pulse reports that FM-set penetration is up in the markets it regularly surveys. Phoenix shows the highest penetration with 88.2% of its radios having FM reception; Abilene, Tex., the lowest, has 25.8% FM penetration.

The information was processed from questionnaires used in the Pulse audience-measurement study. In each sample home the Pulse interviewer asked respondents if they owned FM sets. The penetration percentages were derived from the first survey Pulse conducted in each market in 1969:

Market	%
Abilene, Tex. (Taylor county)	25.8
Akron, Ohio (2 county metro)	81.8
Albany-Troy-Schenectady, N.Y. (4 county metro)	63.9
Albuquerque, N.M. (metro)	67.1
Altoona, Pa. (metro)	63.3
Amarillo, Tex. (2 county metro)	61.6
Anchorage, Alaska	69.4
Asheville, N.C. (metro)	50.4
Atlanta (5 county metro)	71.0
Atlantic City (urbanized area)	66.0
Augusta, Ga.-S.C. (2 county metro)	62.9
Austin, Tex. (metro)	51.7
Bakersfield, Calif. (metro)	52.1
Baltimore (5 county metro)	75.7
Baton Rouge (metro)	64.1
Bay City, Mich. (metro)	72.8
Beaumont-Port Arthur-Orange, Tex. (2 county metro)	70.6
Binghamton, N.Y.-Pa. (3 county metro)	76.3
Birmingham, Ala. (3 county metro)	58.0
Boston (5 county area)	67.4
Brevard County, Fla. (Cocoa county)	83.8
Buffalo, N.Y. (2 county metro)	70.9
Burlington, Vt. (Chittendon county)	73.8
Canton, Ohio (metro)	70.4
Cedar Rapids, Iowa (metro)	61.5
Charlotte, N.C. (2 county metro)	66.8
Chattanooga, Tenn.-Ga. (2 county metro)	49.3
Chicago, Ill.-N.W. Indiana (8 county area)	80.4
Chico, Calif. (Butte county)	46.2
Cincinnati, Ohio-Ky.-Ind. (7 county metro)	71.1
Cleveland (4 county metro)	78.6
Colorado Springs (metro)	65.2
Columbia, Mo. (Boone county)	68.8
Columbus, Ga.-Ala. (3 county metro)	55.0
Columbus, Ohio (3 county metro)	72.9
Davenport, Iowa-Rock Island-Moline, Ill. (3 county metro)	61.8
Dallas (6 county metro)	57.8
Dayton, Ohio (4 county metro)	81.3
Denver (5 county metro)	61.9
Des Moines, Iowa (metro)	73.3
Detroit (3 county metro)	81.1
Duluth, Minn.-Superior, Wis. (2 county metro)	44.6
Elmira, N.Y. (Chemung County)	60.6
El Paso (metro)	56.7
Erie, Pa. (metro)	74.4
Eugene, Ore. (metro)	58.9
Evansville, Ind.-Ky. (3 county metro)	79.6
Fargo, N.D.-Moorhead, Minn. (metro)	54.4
Flint, Mich. (2 county metro)	64.5
Fresno, Calif. (metro)	63.9
Fort Wayne, Ind. (metro)	63.1
Fort Worth (2 county metro)	51.5
Grand Junction, Colo. (Mesa county)	51.3
Grand Rapids, Mich. (2 county metro)	75.3
Green Bay, Wis. (metro)	55.5
Greenville, S.C. (2 county metro)	72.8
Gulfport County, N.C. (Greensboro)	36.4
Hamilton-Middletown, Ohio (metro)	74.9
Harrisburg, Pa. (3 county metro)	72.9
Hartford County, Conn.	67.8
Honolulu (metro)	65.7
Houston (5 county metro)	73.3
Howard County, Tex. (Big Springs)	44.3
Huntington, W.Va.-Ashland-Ky.-Ohio (4 county metro)	58.2
Huntsville, Ala. (Madison county)	51.1
Indianapolis (8 county metro)	73.3
Jackson, Miss. (3 county metro)	50.8
Jacksonville, Fla. (metro)	46.2
Johnstown, Pa. (metro)	65.8
Kalamazoo, Mich. (metro)	65.4
Kansas City, Mo.-Kan. (6 county metro)	70.6
Knoxville, Tenn. (3 county metro)	67.0
Lafayette, La. (metro)	52.8
Lansing, Mich. (3 county metro)	70.2
Las Vegas (metro)	62.2
Lawrence City, Mass.	71.7
Lexington, Ky. (metro)	58.0
Little Rock-North Little Rock, Ark. (2 county metro)	51.4
Los Angeles (2 county area)	75.1
Louisville, Ky.-Ind. (3 county metro)	50.2
Lowell City, Mass.	75.5
Lubbock, Tex. (metro)	62.2
Macon, Ga. (2 county metro)	54.4
Madison, Wis. (metro)	74.1
Manchester City, N.H.	70.6
Memphis, Tenn.-Ark. (2 county metro)	53.9
Miami (metro)	60.7
Miami (2 county area)	64.5
Milwaukee (4 county metro)	77.8
Minneapolis-St. Paul, Minn. (5 county metro)	67.6
Mobile, Ala. (2 county metro)	25.1
Montgomery, Ala. (2 county metro)	61.5
Muskegon-Muskegon Heights, Mich. (metro)	74.9
Nashville (3 county metro)	54.1
New Haven, Conn. (metro)	46.6
New Orleans (4 county metro)	69.2
New York (18 county area)	64.3
Norfolk-Portsmouth-Newport News-Hampton, Va. (metro)	70.8
Odessa, Tex. (metro)	53.7
Oklahoma City (3 county metro)	59.2
Omaha Council Bluffs, Iowa (3 county metro)	60.9
Orlando, Fla. (2 county metro)	66.7
Peoria, Ill. (3 county metro)	67.4
Philadelphia, Pa.-N.J. (8 county metro)	84.1
Phoenix (metro)	88.2
Pittsburgh (4 county metro)	56.2
Plattsburgh, N.Y. (Clinton county)	58.7
Portland, Me. (metro)	49.6
Portland, Ore.-Wash. (4 county metro)	58.4
Providence, R.I. (3 county area)	62.2
Raleigh, N.C. (metro)	65.4
Reno (metro)	64.7
Richmond, Va. (3 county metro)	57.8
Roanoke, Va. (metro)	68.3
Rochester, N.Y. (Monroe county)	76.8
St. Joseph, Mo. (metro)	52.8
St. Louis, Mo.-Ill. (6 county metro)	64.6
Sacramento, Calif. (3 county metro)	74.7
Saginaw-Bay City, Mich. (2 county metro)	77.8
Salt Lake City (2 county metro)	64.6
San Antonio, Tex. (2 county metro)	61.8
San Bernardino-Riverside Calif. (9 county area)	72.7
San Francisco-Oakland, Calif. (9 county area)	67.2
San Diego (metro)	72.1
Seattle-Everett-Tacoma, Wash. (3 county metro)	68.2
Shreveport, La. (2 county metro)	72.6
South Bend, Ind. (2 county metro)	70.5
Spokane, Wash. (metro)	63.0
Springfield, Ill. (metro)	60.7
Steubenville-Weirton, Ohio-W.Va. (3 county metro)	78.4
Syracuse, N.Y. (3 county metro)	70.7
Tampa-St. Petersburg, Fla. (2 county metro)	68.1
Toledo, Ohio-Mich. (3 county metro)	73.8
Topeka, Kan. (metro)	72.6
Tucson, Ariz. (metro)	63.7
Tulsa, Okla. (3 county metro)	59.2
Utica-Rome, N.Y. (2 county metro)	70.5
Waco, Tex. (metro)	54.6
Washington, D.C.-Maryland-Va. (7 county metro)	79.0
Waterbury, Conn. (metro)	55.5
Wheeling, W.Va.-Ohio (3 county metro)	71.1
Wichita, Kan. (2 county metro)	62.8
Wilmington, Del.-Md.-N.J. (3 county metro)	71.3
Winston-Salem, N.C. (Forsyth county)	33.7
Worcester, Mass. (metro)	72.6
Youngstown-Warren, Ohio (2 county metro)	76.1

WOR-FM is number two (behind ABC-owned WABC) Monday-Sunday 6 a.m.-midnight with men and women 18 to 24. Those are precisely the demographics the station is aiming for, Mr. Wallace says. "We're not a bubble-gum operation," he notes of the fewer teenager tune-ins.

Station promotion is an important part of the WOR-FM operation. Last Thanksgiving the station gave away free turkeys; its "Christmas Wish" campaign gave away free prizes and gifts to needy children; a top-100 tune promo-

tion awarded listeners free stereo tapes; a "flashback" contest netted listeners \$1,000 if they could associate songs with their chart rankings. WOR-FM produces records under its label, which are available in area stores. And it has out a third-run on station posters, which have been mailed to advertising agencies.

Class national advertisers have been beating a path to WOR-FM's door. Among them the station lists automotive accounts (Chevrolet, Dodge, Ford and others), oils and gasoline (Shell

and American), beers and wines (Ballantine, Schaefer), major airlines, retailers, restaurants and drugs (Colgate, Johnson & Johnson). Mr. Wallace avers the station will maintain its 12-minute commercial limitation, despite having to turn some business away. "We don't want any more breaks," he says.

There is still some "minimal, infrequent bias" at the advertising agencies against buying FM, Mr. Wallace reports, but WOR-FM is encountering it less frequently. "They're buying us

*"He has reminded audiences . . .
that the heart of music is a
human heart and that the glory
of music reflects and sustains
the true glory of the human spirit."*

—RICHARD M. NIXON



Eugene Ormandy, the world's most honored conductor, and The Philadelphia Orchestra,
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Minneapolis-St. Paul/WFMR, Milwaukee/WHLD, Buffalo-Niagara Falls/KXTR, Kansas City/KDEN-FM,
Denver/WOSU, Columbus/WPJB, Providence/WBFB, Rochester/WGH-FM, Norfolk-Newport News/WTAG,
Worcester/WQMG, Greensboro/WYSU, Youngstown/WYZZ, Wilkes-Barre/WIVC, Peoria/WOI, Ames-Des
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principally for audience circulation," he says.

In Phoenix:

KRFB(FM) sold its AM outlet in 1965, opting for the "technically better sound of FM," according to Thomas M. Churchill, president and general manager. Unlike most of the other stations BROADCASTING surveyed, KRFB has moved little in ratings; it was number two in the market three years ago among adult men and women; since then it's moved to number one in the 6 a.m.-midnight Monday to Sunday ARB rankings in adult women 25 to 49.

The station programs adult instrumental album music, with eight minutes of commercial interruptions and 10 breaks of any length; if all the spots are 30's, explains Mr. Churchill, then five commercial minutes are only permitted in a given hour. Among its advertisers KRFB lists every major airline serving Phoenix and the top-six banking institutions in the area. The station programs four 10-minute major newscasts daily at 7 a.m., 8 a.m., noon and 6 p.m.

With an estimated 90,000 residents moving into Phoenix every year, KRFB keeps its image before the public by using billboards and posters four to five months out of the year. Having the

highest FM-set penetration in listening homes in the nation doesn't hurt its ratings either.

In Santa Barbara, Calif.:

KMUZ(FM) rose from the bottom of the ratings in three years to the number-one position in a 21-station market. The station now rates number one in the adult male and female category 25 to 49 p a.m.-midnight Monday to Sunday (ARB).

A change in format was instituted by D. Keith Larkin, vice president and general manager, when he took over three years ago; the "beautiful music format—with whiskers from the 1940's" was dumped in favor of "beautiful music" with an up-tempo beat, according to Mr. Larkin. An increase in power to 105,000 w aided the station's coverage area. It limits commercials to eight an hour or 16 30's per hour; news comes 11 times daily from the American FM Network, supplemented by five local originated newscasts.

An aggressive sales effort has garnered national accounts such as Lincoln-Mercury, Ford Cortina, General Motors, General Telephone & Electronics, Bekins Van & Storage, Volvo, Mastercharge, Security Pacific Bank, the 7 Up accounts, Bank of America, Southern California Gas Co., State Farm Insurance and Volkswagen. Local

accounts include Oldsmobile and Cadillac dealers, Sears, Roebuck and Holiday Inn.

Many FM stations have a local sales story to tell. KMUZ is no exception. According to Mr. Larkin, a Santa Barbara restaurant recently switched its campaign from three AM's in the market to KMUZ and within a few days doubled the dinners it sold. The station primarily relies on word-of-mouth promotion, but Mr. Larkin notes that a monthly KMUZ-published program guide for its two-and-a-half daily hours of classical music has increased along with the station's audience from 350 subscribers to 2,600.

In Washington:

WASH(FM), a Metromedia outlet, inherited a good image as Washington's first FM and FM-stereo facility when it was purchased in July 1968. But a nondescript background sound went with the buy, according to William Dalton, WASH vice president and general manager. The first orders of business were to upgrade the power (to 50,000 w) and change the format to a contemporary-popular sound, aiming at "totally involving the audience."

WASH faces a difficult task in cutting significant inroads in the listening habits created by three long-time area AM's, but it has begun to stake out a number-one claim at certain time periods among women 18 to 34. Its circulation has increased along with a national advertiser list that includes airlines, food accounts, soaps and retailers.

Commercials are held to 14 an hour; newscasts are "free form," lasting as long as necessary to impart the news. The station promotes itself on other media, principally TV and radio; a Cash Call jackpot entices listeners daily; infrequent special promotions, such as that for the Drake-Chenault-produced 48-hour *History of Rock and Roll* aired last week, cost the station \$20,000.

Mr. Dalton acknowledges that "breaking the habits of the AM-radio listener is the toughest job ahead for FM." He has found "fewer built-in biases against FM on the part of advertisers"; where it does occur, he discovers that "they just don't know FM, they [the advertisers] say "nobody ever sold it to us before."

More FM stations are getting the message across to advertisers and buyers, but the medium still faces some serious problems in getting drive-time audiences, and probably a protracted period of format-tinkering in search of a different one—from MOR or contemporary-pop—for today's audiences.

FM today doesn't have to worry about lack of public exposure. Besides the Pulse penetration figures, new set-

Blair, Eastman, Katz, McGavren, Petry and lots of others...

keep us in our place!

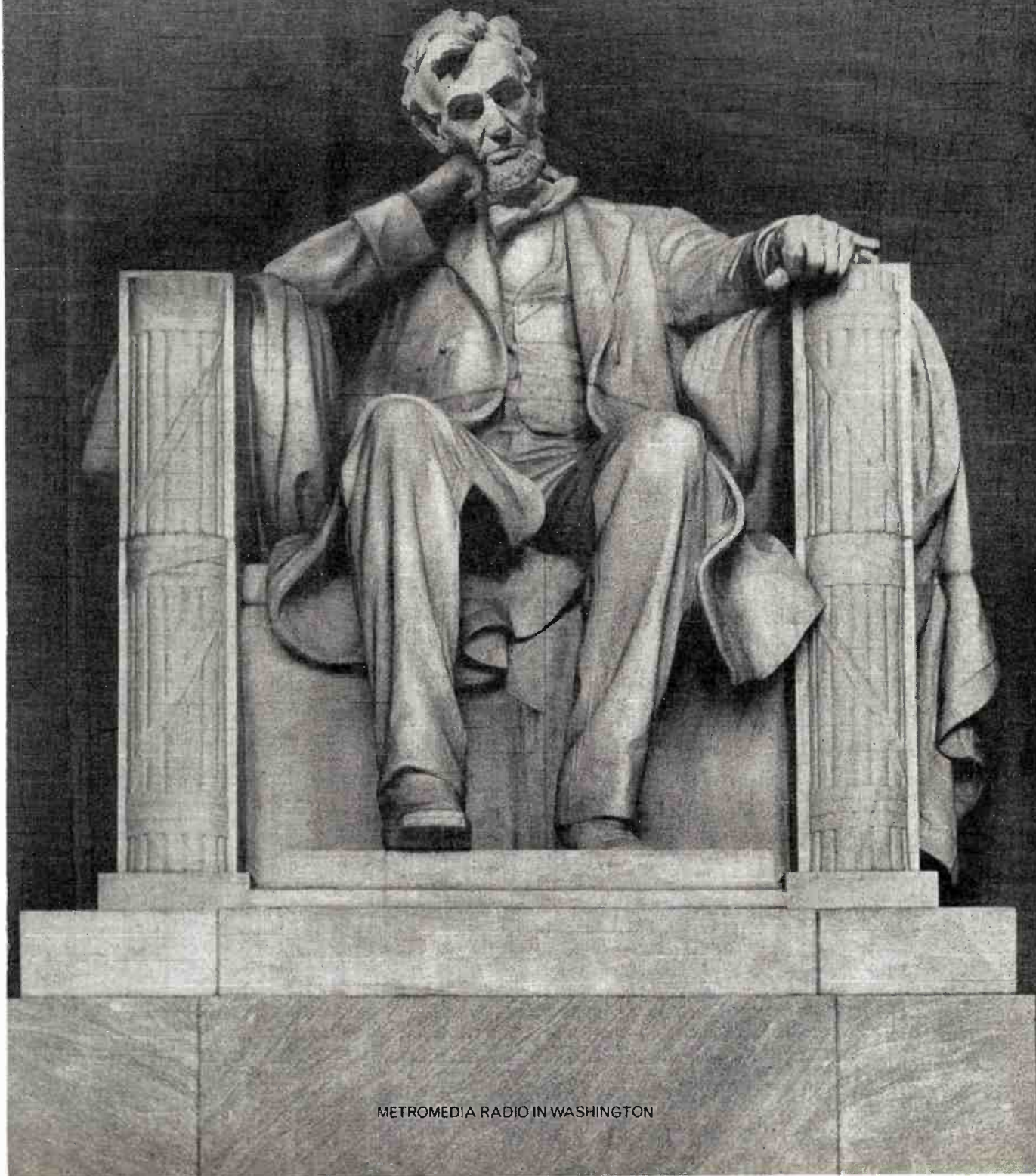
Our place is intelligent, successful representation of selected major market radio stations. We know "radio" and we know "FM." We know when there's a difference and when there's not. More importantly, we know *why* there's a difference. That's why our stations have chosen QMI. And, being able to demonstrate what our stations can do, is why we're able to provide each of them with the unique, individual representation that each deserves.

New York	WPIX-FM
Chicago	WWEL
Detroit	WDM
San Francisco	KFOG
Boston	WJIB
Washington	WWDC-FM
St. Louis	KCFM
Baltimore	WFMM
Houston	KLYX
Minneapolis/St. Paul	WAYL
Dallas	KXXX
Cincinnati	WAEF
Atlanta	WKLS
Kansas City	KFMU
Denver	KLIR-FM
Phoenix	KRFB
Norfolk	WFOG
Oklahoma City	KXLS
Tulsa	KMOD



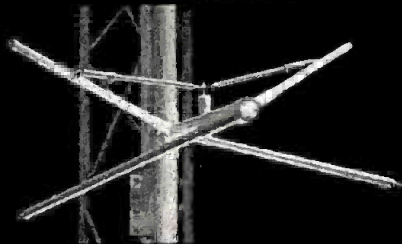
QUALITY MEDIA INCORPORATED
New York, Chicago, Los Angeles

A LOT OF IMPORTANT PEOPLE WAKE UP
TO EDDIE GALLAHER'S MORNING MUSIC SHOW,
ON WASH 97.1 FM.



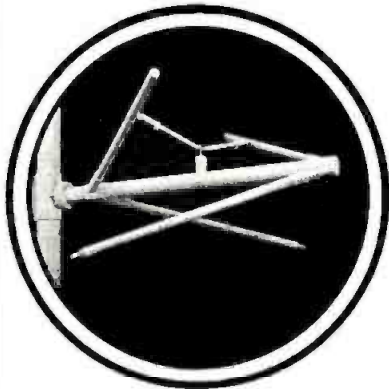
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Your old outdated FM antenna does have trade-in value when you apply it toward the purchase of the newest, most effective FM antenna ever designed — the Jampro PENETRATOR!



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production figures due out this week from the Electronic Industries Association show a steady increase in FM homes. EIA will report that AM-FM or FM-only sets produced by U.S. manufacturers last year totaled 22,581,498 compared to the 1968 figure of 17,315,778. About 40-million imported and domestic set sales were tabulated last year, nearly 50% of which were AM-FM or FM; 12% of the estimated 12-million factory sales of automobile radios were FM.

It's in this market that FM will have to score even more impressive gains if it is to improve demographically. FM stereo in automobiles, for many Americans, is still a luxury item, nice but expendable. A Cadillac owner this year will pay \$322 for an AM-FM stereo signal-seeking receiver; a Chevrolet buyer, \$239. AM-FM monaural options sell for as low as \$134 or \$73 more than an AM-only receiver, but that combination is said to be less popular.

FM stereo on wheels is in and manufacturers are making it available in the most unusual places. According to an official at Bendix Corp., which manufacturers all of Ford's FM stereo-multiplex units and 40% of Chrysler's radio needs, Ford will offer that option in its 1971 half-ton truck line. Bendix also makes a tractor radio for International Harvester. And the thought of FM stereo in tractors is not too far-fetched either: "Don't scoff," says the official. "They're making air-conditioned, plexiglass housings for tractors, now. Farmers today are luxury conscious."

But the Bendix official raises little hope that FM-stereo units will decrease dramatically in price. The rough break-out he gives on component costs to manufacturers shows AM-only units costing \$22, AM-FM at \$45 and FM stereo multiplex at \$60. Technological improvements in FM components and lower costs of production, he feels, will still remain proportionally the same for those of AM's. AM units will continue to be "the bread and butter items" for auto-radio manufacturers, he says.

WASH uses one approach to create listener demand for FM in their automobiles: On the end of a spot for a local car dealer the station adds: "Don't forget to ask (dealer's name) to put FM in your car so you can hear the Mike Connor show at 1." The station also ran a three-month fall campaign last year during which it gave a car dealer a \$10 credit in air time for each FM unit installed in automobiles sold. That promotion added 12 local auto dealers to the station's advertiser list.

Regardless of the high-cost deterrent of FM auto radios, FM as a medium may have a built-in security blanket

for the future. The FCC last year said it was impressed with the technically better service that the medium offers and that, henceforth, it would treat AM and FM as a single aural medium (BROADCASTING, Sept. 8, 1969).

The commission hopes to bolster primary-service areas and reduce on-channel interference "as nearly all nighttime AM facilities do," it said. AM applicants for new outlets would be required to show that there is no available and unoccupied FM channel that could be used to serve substantially the same "white" or unserved area they propose to reach.

Efforts are under way again to wrest from Congress an all-channel receiver law that would require manufacturers to include FM in all future sets produced. FM groups are spearheading the drive, but thus far it lacks backing from the National Association of Broadcasters. The NAB radio board last January "encouraged voluntary programs" in this area, but refused to take the further step of favoring such legislation (BROADCASTING, Jan. 26).

The proposed FCC rules and an all-channel law would, undoubtedly, further aid the FM medium. But they won't replace the necessity for aggressive management and clever promotion that more station owners are giving their FM properties. Metromedia, for example, now has all six of its FM's under separate and full-time management (see page 56). The trend hasn't been ignored among media buyers and reps.

Some station reps now consider FM a highly competitive medium. William Steese, vice president and sales promotion manager at Edward Petry & Co. radio division, says FM "continues to progress" and that the two independently owned FM's Petry represents are "doing very well." Where Petry represents a commonly owned AM and FM, a combination rate card is used; in some instances, he says, the addition to the rate card of the FM improves the over-all demographic pattern of the two stations.

Advertisers now buy FM with "the same yardsticks that they evaluate all radio" contends Bob Coppinger, Petry general sales manager. The sole exception, he says, are "some of the automotive people" who still tend to hold out for AM exposure. Mr. Coppinger maintains that if management treats an FM operation the way it would treat any radio station, by promoting it properly, its chances for success are no less than those of an AM station.

He points to WQVR, a Petry-represented station (see page 48): "Their rate card is competitive with other major facilities in the market." The limited commercial policy at that sta-

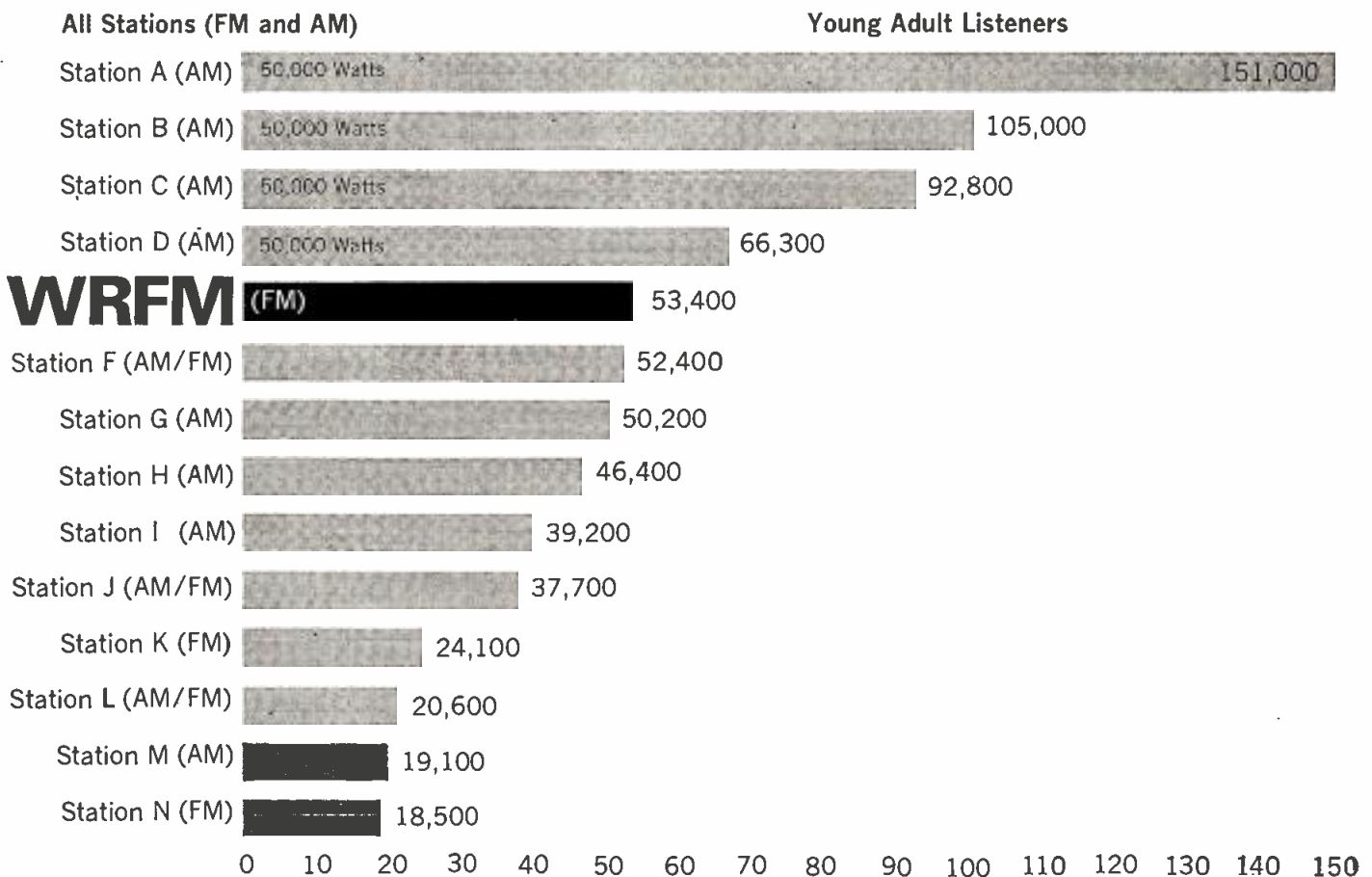
AT LAST . . .

FM's Day is Dawning!

The latest ARB Report* demonstrates clearly that WRFM is the No. 5 over-all station in the New York market for young adults (18-49) and the No. 1 FM station in the area for young adults for the period 6 a.m. to midnight, Monday-Sunday.

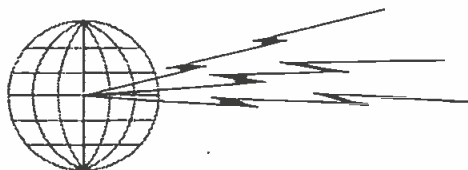
TOTAL NEW YORK 36-COUNTY SURVEY AREA (18-49 AGE BRACKET)

6 a.m.—Midnight, Monday-Sunday, Average Quarter Hour



*Young adults (18-49) in thousands 702,600 weekly cume 6 a.m.-midnight, Mon.-Sun.

*ARB Oct./Nov. 1969. Subject to survey limitations, details furnished on request.



A BONNEVILLE STATION

Represented by Alan Torbet Associates, Inc.

tion "has proven a real advantage," he says, adding that FM's superior signal will give it such an edge over AM that eventually, in his estimation, AM will become the secondary medium. FM is simply "the only way you can get stereo."

Tom Harrison, president of Blair Radio, agrees that advertisers buy "just radio," not FM or AM. The day when FM was supported by Magnavox and American Express is past, he says.

If manufacturers come up with an inexpensive FM receiver for automobiles, FM broadcasters will be over the last hurdle, according to Jim Alspaugh, senior vice president at H-R Representatives. Mr. Alspaugh is reluctant to differentiate between selling AM and FM. Both are just about on an equal footing now, because FM stations "are showing up in the rating books and they are getting better audience." He adds that FM is being bought by the major ad agencies, and the greater diversification of FM formats has broadened the medium's demographics.

Robert E. Richer, vice president and general manager of Quality Media Inc. (an FM-only rep), notes that there are still some "subtle resistances on the part of buyers." With a choice between buying an AM or an FM in the same market, some agencies "will play it safe and buy the AM," he says. But the

Metromedia fills last of FM manager posts

As a result of a decision made by Metromedia Inc. last year, all six of the company's owned FM stations now are being operated by individual general managers. In the past, the Metromedia FM stations in Philadelphia, Cleveland, Los Angeles and San Francisco have been directed by managers of the company's AM stations in these markets.

Last week, Nat Asch, director of programming for Metromedia Radio's WNEW-FM New York was named to the newly created position of vice president and general manager of Metromedia's KMET(FM) Los Angeles—the last company-owned FM station to get its own general manager. The New York station and WASH(FM) Washington had been run by their own general managers previous to the decision to expand Metromedia's FM management. Call letters of stations in Philadelphia, Cleveland and Oakland-San Francisco are WMMR(FM), WMMS(FM) and KSAN-FM, respectively.

majority of them, he claims, "treat FM like any other radio; there is no such thing as an FM budget; the buyer who says he wants to buy strictly FM is as rare as a dodo." The sole exception, he notes, might be Magnavox, which uses the medium to sell its stereo consoles.

Of the stations he handles Mr. Richer notes that the most successful format is a "fairly conservative one with a middle-of-the-road sound. There's a strict commercial load, usually eight an hour. Any more than that would involve a change in thought [on the part of the audience] and that would be the kiss of death."

The approach to newscasts, he says, "is nothing really very important has happened, so keep listening. The listener gets the important capsule summaries; anything more, and he'll probably turn to the networks to get the full dope. It's necessary to have no extraneous talk at all." Thus, there is a "tremendous impact when the music is interrupted by a commercial," he continues. "The commercial might be more listened to than on a top-rock AM with all its chatter." Any deviation from this format, such as progressive-rock FM, he feels "caters to really small audiences. It has no impact whatsoever."

There are those program consultants and syndication services—and scores of specialized FM stations—that are banking more on the shifting moods of the American public in the 70's.

Among Metromedia's stations, KSAN

(FM) San Francisco, for example, features a progressive-rock sound and originates satirical montage-like newscasts on controversial issues that have captured the attention of the public prints. Its KMET(FM) Los Angeles and WNEW(FM) New York are progressive rock; WMMS(FM) Cleveland is using the Drake-Chenault "chicken rock" service called *Hitparade '70*; WMMR(FM) Philadelphia mixes some progressive rock and MOR.

ABC's "Love" FM programming concept is expanding beyond the network's seven O&O markets into more markets in March. The year-old progressive-rock formatted service is doubling its program schedule to 50 hours a week, according to Harold L. Neal Jr., president of the ABC-Owned Radio Stations Division. New four day-part segments (5 a.m.-10 a.m., 10 a.m.-7 p.m., 7 p.m.-midnight, midnight to 5 a.m.) make up the broadcast schedule with a station having to repeat an hour segment two to four times a week instead of the former seven times a week. New talent added includes Howard Smith, assistant publisher of *The Village Voice*, who will provide features, vignettes, "social commentary keyed to the social consciousness" of Love's audience, says Mr. Neal.

A possible new entrant into the progressive-rock syndication field is Mel Blanc Associates, Hollywood, whose creative director, Richard Clorfene, waxed enthusiastic about the future of FM last month (BROADCASTING, Jan. 26). "The youth market will head for FM. Advertisers who want to reach the youth market also will head for FM," he said.

Last week Mr. Clorfene provided the why. Mel Blanc Associates is preparing a demonstration tape and negotiating with a network for airing of *Radio Atlantis* — an FM "environmental sound," employing progressive rock to reach "turned on" Americans 18 to 35. There will be little hard news in the service; that which will be aired will be "created" for the FM-rock audience. As an example he cites news about the furor over the pill taking precedence over, say, a bulletin about a coal-mine accident. "What Yoho Ono does is more important than what Spiro Agnew does. She is a leader. He is not."

"FM is primarily an entertainment medium," Mr. Clorfene says, "and rock has been its dynamics." He claims that in the past three or four years that the top-five markets have had at least one rock FM in the top-10 rankings.

How then does he account for the success of MOR-formatted stations? "It's because of their loyal franchise and fan allegiance," he says. MOR-station personalities are "part of the

A fresh look at

Santa Barbara radio:

KMUZ is the

Number One radio

station — Metro

Average Quarter-Hour,

Monday through Sunday,

6:00 a.m. to Midnight

(ARB, October/November

1969)

Communicate with:

Advertising Sales West
Greener, Hiken & Sears

Beautiful Music
KMUZ

STEREO FM 103.3
SANTA BARBARA, CALIFORNIA

American FM Radio Network

AUDIENCE MEASUREMENT DATA ARE
ESTIMATES ONLY AND ARE SUBJECT
TO THE QUALIFICATIONS SET FORTH
BY THE INDICATED SERVICE.

Now you can lease the extra manpower necessary to make your FM station really successful.

If your FM station is like most, there are too few employees to make it truly successful. It's been impractical to add staff, and practically impossible to move ahead without extra help.

The ABC Owned FM Stations have found a way to break out of that bind. We took the know-how that made us the most successful group of AM stations in the country and applied it to FM. The result was a new concept that's working for us and can work for you too.

It's called manpower-leasing.

You do what you can do best locally, and lease the rest of your needs from us.

Start with programming.

You know the headaches of an all-live format: lack of good talent, high costs, supervisory problems and rapid turnover. And those inexpensive music library services can turn out to be mighty expensive when they don't generate audience or sales.

Which is why we produce enough fresh, creative programming to keep you on-the-air 24 hours a day. It's taped, but it sounds more live than a lot of live stations. That's because we record programming one day and it's on your station the next day. There's new programming every day and no tape is aired more than 7 days.

We call the programming LOVE, after the new understanding and caring for humanity expressed by youth. The music is their music: progressive rock.

It's the music that now accounts for half of all record sales, but less than 5% of all radio programming. How's that for odds in your favor?

We carefully program the best of progressive rock music with comments and conversation that get listeners really involved. Before we play the latest Beatle album, our audience likes to hear a bit of an exclusive interview with John Lennon. Or Mick Jagger. Or Peter Fonda. These are people with something to say to our audience.

What kind of audience is this?

It's young, aware, quality-conscious. It's teens, college students and young adults. It's what we call the LOVE Lifestyle: people who may be 18, 28 or 38 but who think, feel, react and buy in the same way. It's an audience that advertisers know can only be reached in its own environment. And a lot of advertisers, local and national, have found out LOVE is the environment that does it best.

Which brings us to sales.

With LOVE there are no programming worries, so you'll have more time to concentrate on sales. We'll help you with sales aids, presentations, research, creative commercial services and suggested approaches that will put new life into your sales staff. And we'll work with your rep to boost national billings.

We don't stop with programming and sales.

A lot of FM stations are short on promotion-manpower. Which is why we have a whole advertising, publicity and on-air promotion campaign ready for you to carry out locally.

And while a lot of public affairs programming is local, we provide you with PSA's, programs and ideas that will make your local efforts more effective and valuable to your community.

The LOVE manpower-leasing concept.

It's working now in small, medium and large markets. It works just as well in Peoria, Lubbock and Kalamazoo as it does in New York, Los Angeles and Chicago. Not to mention Detroit, Cleveland, Houston, Grand Rapids, Pittsburgh, San Francisco and Morgantown.

If your FM station needs extra manpower to make it really successful, give Jim Smith a call now at (212) LT 1-7777, extension 7406. Make it collect.



SPECIAL PROJECTS GROUP
ABC OWNED STEREO FM STATIONS abc

listener's life"; those stations provide "companionship, background music. They're sinecures; they aren't fighting each other like rock and all talk stations for audience."

Mr. Clorfene and Mel Blanc Associates, which has also produced an FM-stereo-only spot campaign for Dr. Pepper, make clear which audience they are pitching for in the future. Meanwhile, stations like WJIB(FM) and WOR-FM are raking in the numbers and demographics—and the advertisers.

(The foregoing special report was researched and written by Robert A. Malone, associate editor, Washington, with reporting assistance from the New York bureau.)

CBS beefs up its FM outlets

WBBM-FM Chicago has been targeted by CBS as its next owned-and-operated station to be revitalized in the gradual program to make the CBS FM operation more competitive. Thomas Cosgrove, sales manager of the Chicago office of CBS Radio Spot Sales, has been named station manager of WBBM-FM.

The CBS-owned FM outlet in Chicago will follow the example of WCBS-FM New York by moving into a separate studio facility and beefing up its sales staff. While there are no plans to change the automated "Young Sound" format, the station will add live infor-

mation and news, which was previously duplicated with WBBM(AM).

The Young Sound syndicated production unit will be moved from New York to the new studios of WBBM-FM. WCBS-FM abandoned the Young Sound last fall for a live format. All other CBS-owned FMs subscribe to the Young Sound, except KMOX-FM St. Louis.

CBS West Coast stations—KNX-FM Los Angeles and KCBS-FM San Francisco—will undergo similar changes in 1971, according to Robert Cole, vice president of CBS-owned FM stations. Changes will be patterned after those at New York and Chicago stations, and FM operations will be fully staffed with separate management. No changes in format are contemplated at this time.

Equipment&Engineering

Board will confer on EIA division

EIA ad hoc committee and radio-TV set makers meet to discuss consumer unit

The future of the position of the consumer-products division within the Electronic Industries Association will be decided by EIA's board of governor's meeting in Washington March 12 during the association's spring meeting.

The EIA board will receive the recommendations of a special committee that met last week in Chicago with representatives of TV and radio-set manufacturers and other home-entertainment equipment makers.

L. Berkley Davis a former EIA chairman who is chairman of an ad hoc committee established by EIA President Mark Shepherd to moderate the dispute, would only say the meeting

was "constructive and harmonious." Other members of Mr. Davis' committee are Robert W. Galvin, Motorola, J. Frank Leach, Bunker-Ramo, and Theodore A. Smith, RCA. Representing the consumer-product manufacturers were George Fezell, Magnavox, an EIA vice president; Charles N. Hoffman, Admiral, chairman of the consumer-products division, and William E. Boss, Sylvania.

The Chicago meeting followed by days a meeting held in Washington at the call of EIA President George Butler of all EIA-division chairmen except CPD.

Consumer-products members want the consumer-products division to have autonomy to run its own affairs, including setting policy, hiring counsel, running the annual Consumer Electronic Show, compiling and announcing its own statistics, and having its own engineering staff. The policy disagreement came to a head late last year when Mr. Butler relieved Jack Wayman, consumer-products division staff vice

president, of his duties, but rehired him last month.

TV makers seeking to delay tuner order

Manufacturers say equal VHF and UHF units not available at present

TV-set manufacturers have begun working to petition the FCC to extend the deadline for UHF and VHF tuner comparability—to 1974. It probably will be filed next week.

At issue is last month's FCC order requiring TV sets that are nine-inches or larger to have tuners for VHF and UHF equivalent to each other (BROADCASTING, Feb. 2). The commission gave the manufacturers until May 1, 1971 to accomplish this. A deadline of May 1, 1973 was given for TV sets with pictures less than 9 inches.

In a meeting last week with the FCC staff and UHF broadcasters, a representative group of manufacturers said that at least three full years was needed before tuner parity could be incorporated in sets. This would occur after the go-ahead is given but could not result in 100% conversion until 1974, the manufacturers said. They pointed out that as of this time no equivalent VHF and UHF tuners are available to them.

There was some talk on the part of manufacturers of phasing in equal-tuner sets on a one-third basis beginning in the 1971-72 line with 100% conversion in the 1973-74 line. Broadcasters expressed the opinion that the steps

THE SOUND FOR SEVENTY

COMPLETE PROGRAMMING SERVICE FOR AUTOMATED FM/STEREO

AIR American Independent Radio, Inc.

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

We're showing our new recorder backwards so you can see its identical pairs of motors.

They're the secrets of the first truly backwards/forwards play-back (or record/playback) unit for reliable round-the-clock unattended broadcasting.

The Ampex ABR15 is the first functionally symmetrical (and truly bi-directional) recorder for broadcasting.

Its big 14-inch reels and bi-directional capability make it ideal for automated operation. And you can choose speed pairs from 15 ips to 15/16 ips.

Identical motors connect directly to dual capstans that pull the tape across identical playback heads. A motor for each direction. Separate playback heads for identical performance.

Two additional motors provide reel take-up, whichever way you go.

All four motors are servo-controlled for even

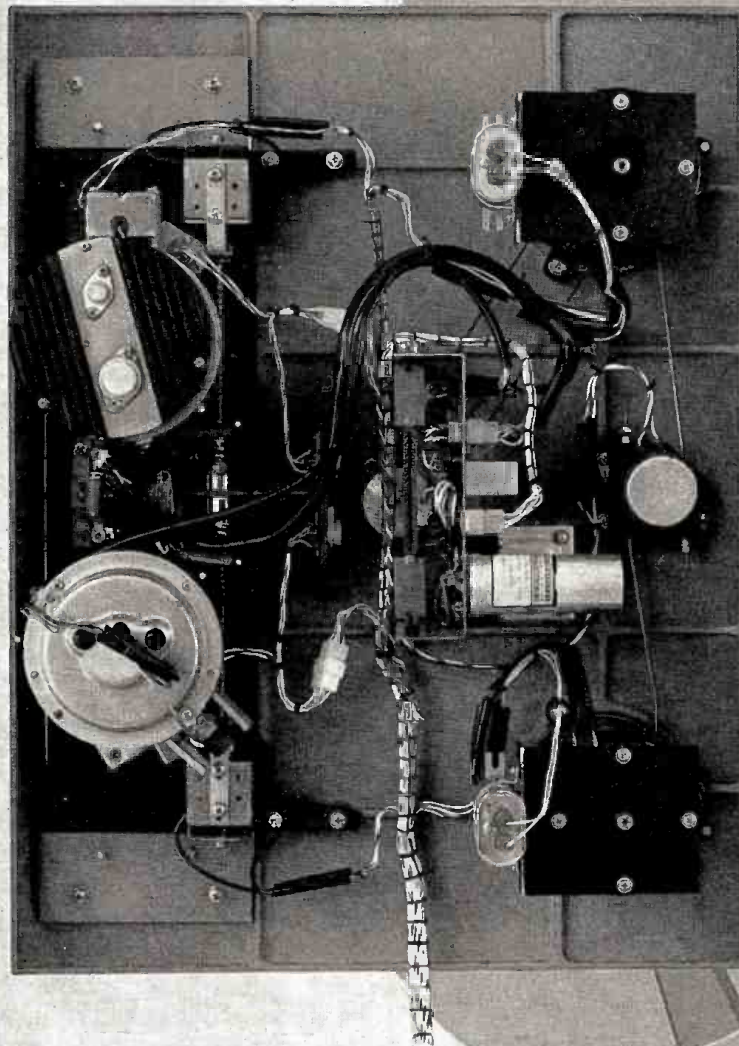
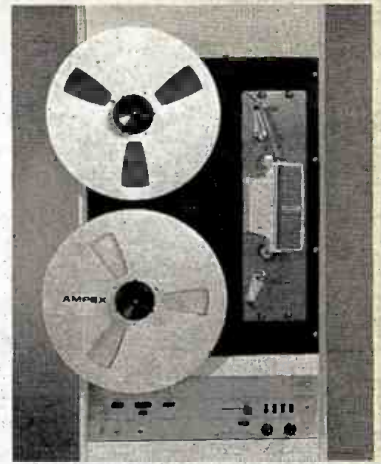
tape tension and exceptional tape speed accuracy. ($\pm .08\%$ throughout the reel).

Other features include extra fast start for precise cueing. "Joystick" control for variable fast forward and rewind. A digital tape counter. And a simple, uncluttered design inside and out. The rack mount modules, including electronics, are only 1 1/4" high. They're easily interchanged so maintenance is simple and downtime is short.

For full specifications and information on how an ABR Series recorder will fit into your system, call our Professional Audio Products Sales Manager: (415) 367-4400 (collect).

Or write to Ampex Corporation, Professional Audio Products Division, M.S. 7-13, 401 Broadway, Redwood City, CA 94063.

AMPEX



**Announcing the backwards/forwards
broadcast recorder, the Ampex ABR15
... backwards**

should be more like 50%, 75% and 100% of all models by that time.

The meeting last week was presided over by FCC Commissioner Robert E. Lee with the following commission staff members present: Hilbert Slosberg, and Upton Guthery, of the general counsel's office; Sidney Lyons of the office of the chief engineer, and Robert G. Weston, who is Commissioner Lee's engineering assistant.

Broadcasters present were W. Robert McKinsey, WJRJ-TV Atlanta, who is president of the All Channel Television Society; David M. Baltimore, WBRE-TV Scranton-Wilkes-Barre, Pa.; C. Richard Block, Kaiser Broadcasting Co., and Martin E. Firestone, Washington lawyer representing ACTS.

Representing manufacturers were R. A. Schieber, RCA; D. E. Garrett, GE; H. O. Wood and D. B. Blenko, Philco-Ford; Albert Cotsworth, Zenith; Sam R. Rothenberg, Emerson; R. M. Gaiser, Sylvania; Gary Cowan and S. R. Austin, Washington counsel, and Jack Wayman, consumer products vice president, Electronic Industries Association.

Speedier news on AP

AP stepped up the speed of its broadcast wires from 60 to 66 words per minute last week when modifications were made on teletype sending and re-

ceiving machines throughout the country. Robert Eunson, AP assistant general manager for broadcast, said two tiny gears were changed on the organization's sending machines at its various bureaus and the receiving machines at the stations of 3,224 broadcast members. The changeover was accomplished, he said, "without a hitch" at 3 a.m. on Feb. 15.

"The increased speed eases some of the pressures on the 24-hour broadcast circuit, one of the busiest wires in the world," Mr. Eunson stated. "It will enable AP to deliver a greater volume of news in less time."

WTNT faces \$5,000 fine for pre-dawn operation

The FCC last week told WTNT(AM) Tallahassee, Fla., that alleged unauthorized pre-sunrise operations may bring a \$5,000 fine. The commission told licensee Tallahassee Appliance Corp. that it was apparently liable for violating its station license by operating with daytime facilities, non-directionally, prior to sunrise from October 28, 1967 to about Dec. 2, 1969.

In its defense, WTNT said it operated for many years this way but that it was not until inquiry by the commission's staff that it realized that changes in pre-sunrise operating rules (precluded) operation with . . . normal daytime facilities prior to local sunrise at Tallahassee. The alleged violation was revealed in operating logs submitted by WTNT with its renewal application. WTNT added that it terminated all non-directional operation during pre-sunrise hours immediately upon being notified of the requirements.

Intelsat spade work to run to mid-March

The future organization of the International Telecommunications Satellite Consortium (Intelsat), is expected to be defined at an international conference that reassembled last week in Washington after a recess of nearly a year.

More than 100 nations were represented at the meeting that carries the jaw-breaking title of Plenipotentiary Conference on Definitive Arrangements for the International Telecommunications Consortium. The meeting, expected to last four weeks, has two major issues to resolve—who will manage the international system of communications satellites, and what voting weight will be given to member nations.

Elected chairman of the conference was Abbott Washburn, chief of the U.S. delegation. Etienne Vallston of Switzerland and N. C. Shrivastava of India were elected vice chairmen of the

international conference.

Eric Hager, New York lawyer who is a member of the U.S. delegation, was chosen as deputy chairman of the delegation; he will be the spokesman for the American group.

The conference held its first meeting in Washington from Feb. 24 to March 21 last year, with 63 member nations and 31 observers present. The conference recessed while a series of preparatory committees worked last summer and fall and winter to draft possible solutions to a number of intricate problems. This year there are 73 member states and 30-odd observers present. Leonard H. Marks, Washington attorney and former director of the U. S. Information Agency, was conference chairman at the first session last year.

Intelsat was organized in 1964 and provides joint operation of a single, global commercial communications satellite system that has been managed by the U. S.'s Communications Satellite Corp. Intelsat has satellites over the Atlantic, Pacific and Indian oceans.

The existing Intelsat arrangements continue in force until new arrangements are adopted.

New group will provide facsimile services

Formation of Information Utility Systems Inc., merging technologies and staffs of Computer Pix Corp., Comfax Communications Corp. and Comfax Communications Network Inc., was announced last week. Ira Kamen, Comfax-Computer Pix board chairman, was named president.

The new corporation provides a total service for facsimile transmission from hard copy to hard copy and/or microfilm to hard copy.

Transmission equipment for the Comfax facsimile system is expected to be leased to radio and TV stations in the U.S. for use by members of their communities needing instant data.

EBS will test system from Key Biscayne

The FCC has announced that a simulated closed-circuit test of the Emergency Broadcast System from the Florida White House at Key Biscayne will take place between 12:40 and 1:00 p.m., EST, March 4.

The purpose of the test, which technical program origination and distribution, is to determine whether can provide channels for the Pre-emption within the five-minute reaction specified. The program will originate from the Florida White House, and will involve the White House Communications Agency, AT&T, ABC, CBS, N

Chief Engineer

NEW YORK METRO
TV STATION

\$20,000

WXTV • Channel 41, Paterson, New Jersey seeks a highly qualified and experienced chief engineer. Must be strong on Ampex tape equipment, GE 50 kw transmitter and color.

If you have the qualifications to command this position and salary, please call or send resume to:

Edward J. De Gray
President
WXTV
641 Main Street
Paterson, N. J.
(201) 345-0041

the Intermountain Network, MBS and UPI Audio.

FCC Defense Commissioner Robert Wells has also asked a working group of the National Industry Advisory Committee to submit further tests designed to meet the five-minute reaction time.

Technical topics:

Long-haul microwave ■ Two new microwave relay systems, one for 6.425 to 7.125 GHz and the other for 12.2 to 13.25 GHz, have been introduced by Lenkurt Electric Co., San Carlos, Calif. subsidiary of General Telephone & Electronics Corp. Both systems, types 75B2 and 7SEI, are capable of transmitting up to 1,200 voice channels or single video channel on long-haul, backbone routes of 2,000 miles or more. Systems are fully solid state and use traveling wave tube as a transmitter power amplifier as well as low noise heterodyne repeaters.

Color conversion ■ Noncommercial KOKH-TV Oklahoma City will convert its black-and-white operations to color later this year with RCA equipment worth almost \$500,000, RCA said. The UHF station (channel 25) has been broadcasting in black-and-white since 1959. Equipment includes three studio color cameras, two video tape recorders, two film systems and two TV switchers.

New mobile unit ■ Hughes Sports Network Inc. has rented a new mobile unit from Transmedia International for its six-tournament golf coverage, starting with the Doral Open in Miami Feb. 28. The vehicle, worth over \$1 million, includes all the equipment HSN needs in one unit. In previous years, HSN had to ship slow-motion equipment and a slide chain to the tournaments separately.

CATV and TV conditioner ■ Telemet, Amityville, N.Y., a Geotel company, has introduced a new video signal conditioner 4600 for TV and CATV use. Unit is designed to correct mid-frequency phase disturbances that account for most conditions of "soft" color or monochrome picture quality and to eliminate both negative and positive smearing. Four separate time constants are available by a front panel selection switch. Gain is adjustable 0.7 to 1.5. Frequency response is rated at 20 Hz to 8 mc. Differential gain is 0.5 db and phase is 0.5. Noise is -60 db. Price: \$700.

Unit for modulation ■ C-Cor Electric Inc., State College, Pa., has introduced a complete signal generation measurement unit designed for ring cross modulation of CATV transmitters. Known as cross-modulation model TSI-20, the unit provides measurement on 20 channels, in

accordance with NCTA standards of square-wave modulation.

Tape conditioning ■ Recortec Inc., Mountain View, Calif., is marketing a new version of its Video Tape Conditioner (VTC-2) which utilizes a proprietary capstanless, vacuum-buffed tape drive that maintains uniform tension and precise winding while operating at high speed. The VTC-2 uses vacuum tape cleaning grids to remove debris from both sides of the tape. An electronic tape timer is supplied as standard equipment. Standard model price: \$5,450. Address: 162 S. Whisman Rd., 94040.

Public FM ■ A \$2,300 grant from the Corp. for Public Broadcasting will be used by the Commonwealth of Kentucky for an engineering study needed before establishing state-wide public FM-radio plan. Another \$1,700 is to be donated by 19 colleges, universities and school boards in Kentucky to meet total project cost of \$4,000.

Look behind you ■ Spindler & Sauppe Inc., Glendale, Calif., has introduced a slide-projection system designed for projecting background images behind TV newscasters, sportscasters, and other on-the-air personalities. For use in either monochrome or color studios, the package, an Ultralight Screen and Dynamic Dissolve System, is remotely controlled console and enables directors to use multi-speed dissolves, instantaneous cuts, and slow-to-fast fades in their slide presentations. Address: 201 S. Lake Ave.

Tower power ■ KBAK-TV Bakersfield, Calif., has spent over \$300,000 on an RCA Polygon antenna system, and has placed it atop Mount Breckenridge, 7,775 feet above sea level, said to be the highest telecasting site on the West Coast. The antenna upped effective radiated power from 191 kw to 1,720 kw.

Home entertainment agreement ■ Admiral Corp., Chicago, and National Union Electric Corp., New York, announced a long-term agreement last week whereby Admiral will manufacture all Emerson and DuMont brands of color TV and other home entertainment products for National Union's Emerson TV and radio division. Marketing of Emerson and DuMont products will continue through the existing distribution-dealer network of National Union's Emerson Television Sales Corp.

Comparable UHF-VHF tuners ■ Sarkes Tarzian Inc., Bloomington, Ind., is in production with a new line of VHF-UHF tuners that satisfy the FCC requirements for "comparability." The company is capable of producing four million six-position detente tuners a year and can increase that volume if necessary.

Spotmaster



Tape Cartridge Racks


- Free standing
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Two-thirds of fall season set

NBC-TV to bring in five new shows, CBS six;
NBC takes Skelton; Gleason dropped

The CBS and NBC television networks late last week announced 1970-71 prime-time schedules that between them offer 11 new programs and, in the biggest surprise of all, move Red Skelton to NBC-TV after 17 years as a mainstay in the CBS-TV line-up.

Jackie Gleason, another CBS-TV veteran, is out altogether, replaced by *Mission: Impossible*.

Mr. Skelton's departure, like Mr. Gleason's, had been a subject of speculation for several days but not until NBC's schedule began to circulate among agencies shortly before its announcement Thursday night (Feb. 19) did it become known that he would move to NBC. The NBC schedule has him down for a half-hour show Monday nights at 7:30 New York time.

NBC's schedule calls for five new shows totaling four hours a week, the fewest new-season changes in NBC-TV history, down from last year's record of seven new programs totaling five-and-a-half hours. CBS's calls for six new shows totaling four-and-a-half

hours, same as last year.

With their new line-ups set at least for the present—in many cases with new shows they had previously announced—CBS and NBC will get down to selling the schedules in earnest.

CBS planned to reinstate its "Washington birthday sale"—although a couple of days late because of holiday's timing—with virtually continuous showings all day Tuesday (Feb. 24) for agencies and advertisers at its offices in New York, Chicago, Detroit and Los Angeles.

ABC-TV was reported unofficially to be shooting for a wrap-up of its new schedule this week.

CBS's new shows are the one-hour *Tim Conway Variety Hour*, a revised and expanded program featuring the star of the comedy half-hour that CBS-TV entered as a midseason replacement this year; *Storefront Lawyers*, a legal drama with Robert Foxworth as one of three lawyers serving the needs of the underprivileged, and *The Interns*, a drama centering on the personal lives of a group of interns in a big hospital, plus three half-hour entries: *Mary Tyler Moore Show*, a comedy featuring the co-star of CBS's long-running *Dick Van Dyke Show* as a bachelor girl who works in the news department of a Minneapolis TV station; *Andy Griffith Show*, another comedy with the former CBS star as headmaster of a modern private school, and *Arnie*, a domestic comedy starring Herschel Bernardi as a man trying to cope with social pressures that arise when he moves from a laborer's job to that of an executive.

NBC's new shows in addition to *Skelton* are the one-hour *Don Knotts Show*, comedy-variety; *Flip Wilson Show*, also comedy-variety, and—the only hole NBC left in its schedule—a new film series to go in at 10-11 p.m. Wednesdays—plus the half-hour *Nancy*, a comedy starring Renee Jarret as the daughter of a U.S. President and with Celeste Holm as her secretary.

Out of the CBS schedule—in what is generally regarded as an effort to shed its image as a network with more appeal to older, nonurban audiences than to younger, city viewers—are the

western *Lancer* (Tuesday, 7:30-8:30), *Get Smart* (Friday, 7:30-8), the comedy CBS picked up when NBC dropped it last fall; *Petticoat Junction*, situation comedy (Saturdays, 9:30-10), and the present *Tim Conway Show* (Friday, 8-8:30), in addition to *Skelton* (Tuesday, 8:30-9:30) and *Gleason* (Saturday, 7:30-8:30).

Leaving NBC are *My World and Welcome to It* (Monday, 7:30-8); *Jeannie* (Tuesday, 7:30-8) *Debbie Reynolds Show* (Tuesday, 8-8:30), *And Then Came Bronson* (Wednesday, 10-11), the long-running *Daniel Boone* (Thursday, 7:30-8:30) and *Dragnet* (Thursday, 9:30-10).

In addition to its new shows, CBS is reshuffling the time periods of four holdovers. NBC's schedule shuffles none.

CBS's line-up makes no changes on Monday and Thursday nights.

Hogan's Heroes moves from Friday at 8:30 into the Sunday 7:30-8 spot replacing *To Rome With Love*. In the other Sunday change, the new Tim Conway variety show replaces *Mission:*



Mr. Gleason



Mr. Skelton

Impossible at 10-11.

To *Rome With Love* takes over the first half of *Lancer's* period on Tuesdays at 7:30-8 and the new *Mary Tyler Moore Show* takes the rest at 8-8:30, with *Hee Haw* then moving into the 8:30-9:30 period that *Skelton* has had.

On Wednesday, *Storefront Lawyers* gets the 7:30-8:30 period now occupied by *Hee Haw*. On Friday, *Interns* succeeds *Get Smart* and the present *Tim Conway* at 7:30-8:30 and Andy Griffith moves into the *Hogan's Heroes* spot at 8:30-9.

On Saturdays, *Mission: Impossible* succeeds *Gleason* at 7:30-8:30 and *Arnie* replaces *Petticoat Junction* at 9:30-10.

NBC's new line-up—announced as it was to be presented to a meeting of the NBC-TV Affiliates Board of Delegates last Friday (Feb. 20)—is unchanged on Friday, Saturday and Sunday nights.

On Monday, *Skelton* replaces *My World*. On Tuesdays, *Don Knotts* replaces *Jeannie* and *Debbie Reynolds* in the 7:30-8:30 block.

The yet-to-be-announced one-hour film series on Wednesday succeeds *Bronson*. (According to agency sources two potential spinoffs from the *World Premiere* series produced for NBC by Universal TV are strong contenders. One is *McCloud*, starring Dennis Weaver as a U.S. marshal transferred against his will from Texas to New York; the other is *SFX* another action-adventure program, with the San Francisco municipal airport as its base.)

Flip Wilson replaces *Daniel Boone* on Thursdays at 7:30-8:30 and *Nancy* goes in for *Dragnet* on Thursdays at 9:30-10.

In announcing Mr. Skelton's new program, NBC quoted the comedian as saying: "I am returning home to NBC-TV for my 20th anniversary." He was on NBC before moving to CBS.

Lest it be thought they were picking up a program with appeal primarily to older audiences—after years of claiming superiority over CBS in reaching young audiences—NBC officials also reported that their researchers had found that, thus far during this year's second season, *Skelton* rated not only eighth in total homes reached but 29th among viewers aged 18 to 49. They said his NBC program, although only a half-hour in length, would keep its present format.

Following are the new fall schedules for CBS and NBC. The N signifies new program; NT, a new time period; all times are Eastern.

CBS

Sunday—*Hogan's Heroes* (NT) 7:30-8; *Ed Sullivan* 8-9; *Glen Campbell Goodtime Hour* 9-10; *Tim Conway Variety Show* (N) 10-11.

Monday (unchanged) — *Gunsmoke*

NBA quadruples its rights price

And ABC-TV snaps up new three-year contract; league agreeable to Monday-night TV

ABC-TV will continue to carry National Basketball Association games for the next three years under a new escalating contract worth an estimated \$17.5 million in rights costs.

Roone Arledge, president of ABC Sports, and Walter Kennedy, NBA commissioner, announced last week that the network had exercised its option on the previous five-year contract, which cost ABC an estimated \$1.5 million each year. The price for the coming year will be around \$5.5 million.

For this price ABC gets rights to a minimum of 28 games, an increase of 10 over this year's minimum. The schedule includes 17 regular-season games on Sundays in 1971, the NBA All-Star Game, three games to be selected for telecast at the end of 1970, and seven playoff games, most in prime time.

Mr. Arledge insisted that ABC does not plan to program prime-time professional basketball games as a follow to the experiment with prime-time Monday-night professional football games in the coming year, but said that Monday-night basketball games were a "possibility" in 1972. Mr. Kennedy added that the NBA "will guarantee to schedule a Monday-night game somewhere after the first year, if ABC wants it."

Under the new contract, ABC has the option to increase the number of

televised games to 40, paying extra for each one. The additional 12 games would be likely prospects for filling the Monday-night schedule between football and the basketball playoffs in April, and ABC might be able to improve station clearances with this programming. Sports presentations traditionally clear many more stations than regular prime-time series.

A total of 212 stations now carry the Sunday-afternoon basketball games, compared with an average of 170 clearances per quarter-hour for ABC's prime-time schedule last week. The network had no estimate yet on the number of clearances for prime-time football in the fall of 1970.

The audiences for basketball have increased steadily since ABC began broadcasting games in 1965. The six games televised through Feb. 1 this year attracted an average total audience of 18 million as compared with 11 million for 17 games in 1965, and the audience is expected to increase as the season approaches its climax.

Mr. Arledge reported the network planned more regional telecasts in the coming years. The basic plan now is for two regional games on a Sunday, with the originating city blacked out. Telecasts will also be lengthened to two-and-a-half hours to include a pre-game show.

Any new expansion teams will share equally in the rights costs, Mr. Kennedy said. Presumably this would apply to any teams in the American Basketball Association if that league were absorbed by the NBA although one of the points to be negotiated in such a merger would be the resolution of the ABA's contract with CBS-TV (BROADCASTING, Dec. 29, 1969).

NBC

Sunday (unchanged)—*Walt Disney* 7:30-8:30; *Bill Cosby* 8:30-9; *Bonanza* 9-10; *Bold Ones* 10-11.

Monday—*Red Skelton* (N) 7:30-8; *Rowan & Martin* 8-9; *Monday Night at the Movies* 9-11.

Tuesday—*Don Knotts* (N) 7:30-8:30; *Julia* 8:30-9; *Tuesday Night at the Movies* 9-11.

Wednesday—*Virginian* 7:30-9; *Kraft Music Hall* 9-10; new film series to be announced at 10-11 (may be *McCloud*, or *SFX*).

Thursday—*Flip Wilson Show* (N) 7:30-8:30; *Ironside* 8:30-9:30; *Nancy* (N) 9:30-10; *Dean Martin* 10-11.

Friday (unchanged)—*High Chaparral* 7:30-8:30; *Name of the Game* 8:30-10; *Bracken's World* 10-11.

Saturday (unchanged)—*Andy Williams* 7:30-8:30; *Adam 12* 8:30-9; *Saturday Night at the Movies* 9-11.

7:30-8:30; *Here's Lucy* 8:30-9; *Mayberry RFD* 9-9:30; *Doris Day Show* 9:30-10; *Carol Burnett Show* 10-11.

Tuesday—*To Rome with Love* (NT) 7:30-8; *Mary Tyler Moore Show* (N) 8-8:30; *Hee-Haw* (NT) 8:30-9:30; *Governor and J. J.* 9:30-10; *CBS News Hour* 10-11.

Wednesday—*Store Front Lawyers* (N) 7:30-8:30; *Beverly Hillbillies* 8:30-9; *Medical Center* 9-10; *Hawaii Five-O* 10-11.

Thursday (unchanged)—*Family Affair* 7:30-8; *Jim Nabors Hour* 8-9; *CBS Thursday Night Movies* 9-11.

Friday—*Interns* (N) 7:30-8:30; *Andy Griffith Show* (N) 8:30-9; *CBS Friday Night Movies* 9-11.

Saturday—*Mission: Impossible* (NT) 7:30-8:30; *My Three Sons* 8:30-9; *Green Acres* 9-9:30; *Arnie* (N) 9:30-10; *Mannix* 10-11.

Nixon aide sees networks shaping up

He says two are trying harder since Agnew blast but third, unidentified, still fails to win approval

The Nixon White House these days is two-thirds satisfied with the performance of the network news operations, and suggests it has Vice President Spiro T. Agnew's tongue-lashing of the networks to thank for permitting even that degree of satisfaction.

Indeed, the White House even feels sufficiently generous towards the networks to credit them with inspiring presidential action. But any suggestion that the networks not grant the President free air time every time he asks for it draws a counterthrust that makes up in bang what it lacks in precision.

The White House position on these matters was expressed by Patrick Buchanan, 31-year-old presidential assistant and speech writer in a three-part interview, broadcast by Post-Newsweek Stations' WTOF-TV Washington, on one of Mr. Buchanan's principal functions—keeping the President in-

formed on what the public is reading in the press and seeing on television. The series is to be broadcast this week by Post-Newsweek's WJXT(TV) Jacksonville and WLBW-TV Miami, both Florida.

Mr. Buchanan, who reads 54 newspapers and scores of magazines and regularly monitors network news, was asked by WTOF-TV's Earl Mazo if he feels the media have been fair to the President.

The majority of newspapers "that are in the middle, that are not ideological one way or the other" have treated the President well, in Mr. Buchanan's view. "They've been both objective and fair."

But the networks are another matter. There is one network, he said, which is "consistently not fair or not objective with regard to administration reports." The other two are fair. Which one is not, according to Mr. Buchanan? He

declined to identify it.

He said the networks—at least two of them—made a "deliberate effort to be more objective and to be more fair in all their reports" following Vice President Agnew's Nov. 13 speech in Des Moines, Iowa, "calling on the networks to check themselves, to analyze themselves."

(Mr. Buchanan, who has been credited with authorship of the Des Moines speech said the speech was almost entirely the work of the Vice President. He acknowledged only contributing "some thoughts or ideas.")

What kind of impact do Mr. Buchanan's news summaries have on the President? Apparently a significant one. Mr. Buchanan said that after ABC's reports on black-lung disease were brought to the President's attention, the President directed the Interior Department to step up action in drafting

AP chief urges united media front

Gallagher says critics should be shown all journalism today is better than ever

Broadcast and print journalists must stick together to guard against encroachment of freedom of the press, Wes Gallagher, general manager of AP, said last week.

"They sink or swim on the issue," he observed.

Recognizing the abundance of critics, Mr. Gallagher reminded his audience Thursday (Feb. 19) at the annual meeting of the Colorado Associated Press Association in Denver that "St. Peter himself could not run a newspaper or broadcast station today and escape criticism . . . there is no doubt the communication media would come out on the short end of any popularity vote on them."

"There are two immutable rules on criticism of the media carrying news; criticism by the government rises in direct proportion to the amount of news which reflects unfavorably on government policy" and "criticism by the public rises in direct proportion to the amount of news that does not fit the

. . . preconceived ideas of what the news should be."

But, Mr. Gallagher urged, "I think it essential we take the offensive against some of our critics. We can dispel some of the cliches and do some education as to the place of journalism in our so-



Mr. Gallagher

ciety." He suggested these steps:

- "We can point out that the news is better covered and more objectively covered than it has been at any time in our history.

- "We can point out that the news media, far from being monopolized, are serving the American public with more voices than at any time in history.

- "We can point out that when an administration claims it isn't getting a fair shake in news coverage . . . it is speaking pure baloney."

To emphasize the last point, he reported results of a two-week survey of the AP wires, which showed not only that the administration dominated news channels, but that the overwhelming amount of news from Washington (72%) was favorable to the administration. He noted that a similar survey by the ABC network (BROADCASTING, Dec. 15, 1969) had proved that the administration received more air time than its political opponents by a 3 to 1 margin.

"When the First Amendment was written it did not say the press shall be free 'except by consent of the FCC' or 'except for government boards' or except for anything. Nor did it limit the press to newspapers," said Mr. Gallagher. It was meant as a "freedom of expression for the public and any news media."

a bill to help deal with the miners' disease.

A similar situation developed in connection with hunger, he said. "We'd tell the President that the networks are focusing on this hunger issue, and they've had a good deal on it last night, a good deal the night before, and the President right away would send out directives: 'Let's move on this issue.' You know, it's a matter that's being brought to public attention."

The suggestion that the networks not automatically grant every request for free time that the President makes was offered by CBS's Eric Sevareid, in an interview on KNXT(TV) Los Angeles three weeks ago.

When asked to comment on this by Mr. Mazo, Mr. Buchanan did so with some feeling. He said that the President, as "the elected representative of the

American people . . . has a right to go on national television when he determines that the national interest dictates that he communicate with the people and win their support."

As for Mr. Sevareid, Mr. Buchanan added: "He has the half-hour of network evening time each evening, and you ask yourself, 'Who elected Mr. Sevareid?'" Mr. Mazo suggested that Mr. Sevareid was elected by the people who employ him. No one pointed out that Mr. Sevareid has not a half hour but two or three minutes on the half-hour Walter Cronkite evening-news program, and then not every night.

Mr. Buchanan's reaction was interesting in light of a comment on another remark of Mr. Sevareid's in the course of that KNXT interview. Mr. Sevareid had said that Vice President Agnew's Des Moines speech had made



Earl Mazo of WTOP-TV Washington (l) interviews White House aide Pat Buchanan.

him feel "as though a pail of garbage had been thrown at me."

Mr. Buchanan called this an "over-reaction."

Even ETV has its censors

Five outlets refuse NET feed of controversial film, trigger criticism in educational-TV circles

The right of a producer to present his personal viewpoint in a TV film documentary became the central issue in a fuming controversy in educational-TV circles last week when five ETV stations declined to run a documentary film on America's involvement in foreign wars in the last 52 years.

The documentary, produced by Alan M. Levin, a producer for National Educational Television, New York, was *Who Invited US?* It depicted economic self-interest as the controlling factor in American military interventions. The program was rejected by noncommercial stations in Washington, Richmond, Va.; Norfolk, Va.; Lubbock, Tex.; and Austin-San Antonio, Tex. It was part of the *NET Journal* series carried by the interconnected 160 ETV stations on Monday nights.

Viewers who had tuned to Washington's WETA-TV were told at 9 p.m., when the program was scheduled to begin, that it would not be run. It was described as "sufficiently distorted by oversimplification and omission of important relevant information as to render the final product unnecessarily misleading." WETA-TV repeated a program on the Russian composer Dimitri Shostakovich in its place. KLRN(TV) Austin-San Antonio said it was delaying the broadcast until a panel of analysts could be added to the presentation.

But, beyond the immediate subject of the dispute are other scheduled NET documentaries for the coming months

that treat with controversial subjects. Among them: sex education in the public schools, in which producer Dick McCutchen finds that "a fear of youth" is the basis for attitudes against sex education, and a study of the plight of the farmer by Jack Willis which is said to identify food processors as the "common exploiter" of farmers and consumers. A third film that is expected to trigger contention is about the trial of a Black Panther in Denver, produced by Robert M. Frescoe.

The Washington reaction is considered a bellwether because of the large number of federal government officials who watch the local noncommercial station, and also because funds for the Corp. for Public Broadcasting and matching grants to states for non-commercial station construction are under consideration by the Congress.

The decision to substitute was made, William J. McCarter, WETA-TV vice president and general manager said, after the program was viewed by an advisory group of three (none from the government, he emphasized). In a statement issued the following day, Mr. McCarter said the program was rejected because:

"1. It was deceptive in its identification, both as a program and in the heavy newspaper advertising attending it. The program actually is an individual's statement under the guise of a station program presentation.

"2. The program was distorted by the enormous amount of material it

chose to omit, and by the aural and visual manipulation of the material it did include. Thus, by broadcasting the program, we would have been presenting as objective truth what was in fact only one view of an issue.

"3. Adding a 30 to 60 minute discussion of the film by foreign-policy experts might have rectified this distortion. But our experience is that few viewers stay tuned for such a discussion after an hour-long dramatic documentary."

Mr. McCarter commented that ETV stations carry a heavy responsibility, and added: "We would be abrogating this responsibility if we were to broadcast material which we believed was deceptive, distorted, or dishonest."

Actually, the film was previewed in Washington on the Wednesday before its Monday schedule by an invited audience that included Senator Frank Church (D-Idaho), a member of the Senate Foreign Relations Committee; retired Marine Corps Commandant David M. Shoup; congressional staff members and the news media.

At a New York screening of excerpts of the film prior to broadcast, Mr. Levin defended his right and ability to make a "personal interpretation" documentary, and he was supported by other *NET Journal* producers and William H. Kobin, NET programming vice president.

"Subjectivity is not propaganda, but honesty on the part of the film-maker," declared Frederick Wiseman, whose *Hospital* was shown on NET Feb. 2 and

delayed in New York because WNDT-TV felt it was unsuitable for youngsters. "What's really missing on TV is the opportunity to show bad things."

Mr. Kobin noted that "people expect to be given a 'right' or 'wrong' answer from a documentary, and that's an unfair expectation." They have been conditioned to "objectivity" by traditions in the newspaper field, he said,

"but no one looks at a one-to-one confrontation documentary.

"The problem is that when one selects a subject, it is already controversial," he remarked. "Only when the minority view is presented do we run into trouble."

The latest cancellation drew critical statements from NET President James Day and the Association of Public

Television Producers, and a request for the FCC to investigate "this flagrant denial of the public's right to know by those public-television stations who in fact acted as censors.

"We recognize the program is controversial," Mr. Day said, "but we believe the American people are capable of seeing such programs and making their own judgments."

FCC raps KRAB on obscenity

One-year renewal prompts Cox to dissent in fear of dampening controversial programming

Rich and powerful broadcasters who remain silent while the FCC "picks on" small, noncommercial broadcasters whose programming offends some listeners are setting themselves up for the same kind of treatment. Self-interest, let alone principle, dictates that the powerful elements in broadcasting involve themselves in resisting such government interference.

This was the view of a member of the commission itself—Kenneth A. Cox—in dissenting last week to the commission's action in granting the renewal of listener-supported KRAB (FM) Seattle for only one year (to Feb. 1, 1971) because of a program that contained a number of four-letter words ("Closed Circuit," Jan. 26).

Commissioner Cox, who with Com-

missioner Nicholas Johnson filed the only dissents in the case, appeared to be enlisting the broadcasting industry's help in heading off the antiobscenity campaign to which Chairman Dean Burch is now committed and which Commissioner Cox suggests may have dangerous ramifications.

The KRAB case is not the one that Chairman Burch has said the commission is seeking as a test case of its authority to ban obscenity from the air. For the commission did not find that the material involved—contained in a taped, 30-hour "autobiographical novel" by a local minister that was partially broadcast on Aug. 5, 1967—violated the statute prohibiting the broadcast of obscene, profane or indecent language.

Rather, it imposed the sanction because of the station's failure to observe its own procedures designed to prevent the airing of material that is sensational "for its own sake" and that requires speakers to "observe the common-sense strictures against obscenity and libel."

The KRAB procedures require that all material raising questions as to its merit for broadcast be reviewed by the station manager and, in cases of programming inspiring "concern" as to its appropriateness, by the board of directors.

The president of the station at the time, Lorenzo Milam, had auditioned parts of the tape, by the Rev. Paul Sawyer, and heard nothing offensive. However, after it went on the air, Mr. Milam heard language he considered objectionable, and ordered the program

Johnson calls subpoenas worse than obscenities

FCC Commissioner Nicholas Johnson last week put a label of "red herring" on the FCC's current concern with alleged obscenity in broadcasting.

In remarks before the Washington chapter of Sigma Delta Chi, professional journalism society, Mr. Johnson suggested that the commission's get-tough policy on the issue is designed to pacify critics of the broadcasting industry and divert attention from more serious flaws. Obscenity is not the "number-one priority issue," Mr. Johnson said.

FCC Chairman Dean Burch has indicated a determination to launch a drive against alleged broadcast obscenity. During a speech in San Francisco last month, the chairman warned that precedent exists for denying license renewal to a station that airs "smut during a substantial period of the day . . ."

(BROADCASTING, Feb. 2).

The commission last week granted a short-term (one year) renewal to KRAB-FM Seattle following complaints that the station had broadcast obscene material (see above).

The bulk of Commissioner Johnson's remarks constituted a rerun of a speech he made two weeks ago expressing concern about Justice Department's serving subpoenas to news media management for reporters' notes, correspondence, and tape and film out-takes (BROADCASTING, Feb. 16). Again criticizing management for acquiescing in the government's demands, Mr. Johnson said the pattern of "token" resistance was continuing, adding that one (unnamed) network had recently "negotiated" away 20,000 feet of film.

Mr. Johnson exhorted the newsmen present to preserve their right to protect sources of information and urged them to exert pressure on management to deal with government demands more forcefully. He said that the networks,

especially, seemed "reluctant" to back up their newsmen, fearing they may jeopardize their political and economic interests.

Touching on the issue of newspaper-CATV cross-ownership, Mr. Johnson indicated he didn't feel that newspapers should be categorically barred from owning cable systems and from using them to disseminate news.

Newspaper interests, foreseeing a day when the daily paper may be supplanted by a cable-fed television screen, have voiced concern that they may be put out of business if the commission's CATV rulemaking proceeding prohibits cross-ownership of cable and newspaper operations.

Commissioner Kenneth A. Cox, who often sides with Mr. Johnson on commission matters, has indicated that the commission could "logically" prohibit one entity from owning more than one medium—broadcast, newspaper or cable property—in one area (see page 24).

terminated.

Commissioner Cox saw the one-year renewal sanction for "one departure" from established policy as "without precedent," "highly arbitrary," and "likely to exert a chilling effect on licensees' freedom in programing."

He noted that in previous cases in which complaints about allegedly obscene, profane or indecent language was received—all involving Pacifica Foundation's listener-supported stations—the commission granted full renewals. One-year renewals were granted the stations in one instance in which Pacifica had failed to comply with its programing policies—but five programs were involved.

One reason the commissioner found the action arbitrary was that it indicated, to him, that the commission was observing a double standard in dealing with language offensive to listeners and viewers. He noted that although the commission has received far more complaints about the material broadcast on CBS's now-defunct *Smothers Brothers Comedy Hour* and NBC's *Rowan and Martin's Laugh-In* than it has about KRAB or the Pacifica stations, it has never raised a question about such programing with the networks.

(However, Commissioner Cox disclosed that Commissioner Robert E. Lee, who has long expressed concern about alleged obscenity on the air, was so offended by an incident on the *Tonight Show with Johnny Carson* that he called NBC's Washington vice president. He "was satisfied with a report that some minor employe had been transferred to another assignment—though higher ranking officials of the network must have known more about this matter than Lorenzo Milam did about the language broadcast by KRAB," Commissioner Cox said.)

The commissioner made it clear that he was not seeking commission action against the networks; rather, that his discussion of the double standard was aimed at making commercial broadcasters—who, he noted, have never come to the aid of KRAB or the Pacifica stations—"face up" to what is involved.

"Networks and the profitable and powerful stations should recognize that if they allow the commission to interfere with the freedom of small, unconventional stations . . . to broadcast language that offends some, then those in our society who think that all must conform to their standards will be encouraged to seek further restrictions on programing," he said, adding:

"Their next target will quite probably be—if it isn't already—what they regard as sexually suggestive or provocative material, whether in dialogue, costume, dance or other form. And they are quite likely to push on to attack matter which offends their sense

Fairness test for public-service spots?

Antiwar group asks FCC to apply cigarette ruling to military-recruitment plugs

For the second time in a month, a fairness-doctrine test has been placed before the FCC by antiwar groups who want broadcast time to oppose what they consider pro-military messages carried by radio and TV stations.

In a move that has been expected since December, three San Francisco antiwar organizations—San Francisco Women for Peace, the GI Association, and the Resistance—filed a formal complaint with the commission against 20 San Francisco Bay-area radio and TV stations. Unlike an earlier complaint filed by a Baltimore group that seeks broadcast time to denounce America's role in the Vietnam conflict (BROADCASTING, Feb. 2), the San Francisco organizations contend that stations have violated the fairness doctrine by broadcasting free public-service announcements urging men to join the military services, while refusing to carry spots that would describe the possible hazards of such enlistment.

The complaint arises from a letter sent to most of the stations last Dec. 3 (BROADCASTING, Dec. 15, 1969). In that letter, the antiwar groups, represented by Berkeley (Calif.) attorney Donald A. Jelinek, asked the stations to broadcast spots presenting viewpoints in opposition to those public-service announcements. According to the complaint, all of the stations approached either refused to make time available to the antiwar groups or did not respond at all to the request.

The complaint bears down hardest on KSFO(AM) and KCBS-AM-FM, with

of propriety as to morals, political opinion, behavior, etc."

Commissioner Cox said he personally finds four-letter words offensive in most situations. He would consider sanctions against a station whose record indicated a pattern of substantial use of offensive language in contexts involving no redeeming social value. He would also support a lesser penalty for an isolated use of such language.

But when broadcasters attempting to bring "a wider than ordinary range of information and entertainment" to their audience find it important to use such language in the context of their programing, or do so inadvertently, he said, it does not "serve the public interest to penalize them."

specific instances cited of how these stations carried recruitment announcements. The complaint, among other charges, claims that KCBS broadcast in 1969 87 military-sponsored spots during the month of March, 102 during April, 67 during May, and 101 during June.

Nine other stations—KNBR-AM-FM, KFRC-AM-FM, KGO-AM-FM-TV, KRON-TV, KSAY(AM), KEMO-TV, KPDX(TV), all San Francisco; KABL-AM-FM, KTVU(TV), both Oakland—responded to attorney Jelinek's Dec. 3 letter for broadcast time under the fairness doctrine by saying, in effect, that they while they did broadcast military-sponsored spots, they did not believe the fairness doctrine required them to broadcast spots expressing opposing viewpoints.

Such other stations as KOIT(FM), KYA(AM), KFOG(FM), KUDO-TV, all San Francisco; KPAT-AM-FM, KALX(FM), both Berkeley; KNEW(AM), KDIA(AM), both Oakland, are listed in the complaint as not responding at all to Mr. Jelinek's Dec. 3 letter.

Mr. Jelinek argues that the military-recruitment spots broadcast by stations raise a "controversial issue of public importance"—the issue of whether a young man in America today ought to participate in the armed forces. The other point of view, not presently being aired, is that a young man's participation in the military can lead to his involvement in the Vietnam war, that it can endanger his physical and psychological well-being, that it can compromise his moral principles, and that it is not necessarily in the national interest.

The complaint asks the commission to require radio and TV stations who broadcast military-recruitment spots to broadcast "anti-recruitment" spots as well. An analogy is made to stations that broadcast cigarette commercials and are thus required, under the fairness doctrine, to broadcast antismoking announcements.

Metromedia gets Cinedex

Metromedia Program Sales has obtained distribution rights to Cinedex, a program service designed to meet TV station needs in the area of news and sports, community affairs and documentaries, it was announced last week. Cinedex is an expanded and updated successor to USA-1000, developed over the past eight years by Charles Grinker and Mert Koplun of Off-Network Productions, New York. It consists of more than 1,700 film productions of one to four minutes in length, spanning the years from 1893 to the present. Each film has a fact sheet. Forty-five stations are Cinedex subscribers.

Final comments roll in on 50-50

FCC is expected to act in March on proposals to limit network programming

What may be the last piece of paper to be filed—at least until the FCC decision—in the commission's five-year-old proceeding aimed at limiting network domination of prime-time programming turned up at the commission's offices last week. It was a letter signed by Lloyd Cutler, counsel for CBS, and was aimed at repairing any damage that Westinghouse Broadcasting Co.'s counsel, John D. Lane, might have inflicted on the networks' position in his last filing.

Mr. Lane had argued that corrected data provided by the Arthur D. Little firm, retained by CBS and NBC in their opposition to proposals offered by the commission and WBC, weakened the networks' argument that the WBC proposal

is not needed to open up the prime-time hours to independent producers (BROADCASTING, Jan. 19).

Not so, said Mr. Cutler. "There is nothing in the corrected Arthur D. Little Inc. data which lends any significant support to the Westinghouse proposal," he said, adding that the proposal should be rejected. "It cannot be justified as designed to decrease undue network influence since such influence does not exist," he said.

Hope that the comment will be the last before commission action was offered by Chairman Dean Burch in an appearance before the California Broadcasters Association two weeks ago. He said the commission would act on the matter in March (BROADCASTING, Feb. 16).

The WBC proposal would prohibit stations in the top-50 markets having at least three TV outlets from carrying more than three hours of network programming, other than news, between 7 and 11 p.m. The commission proposal, with which the proceeding was launched in March 1965, would bar networks from owning or controlling more than

50% of their prime-time entertainment programs and exclude them from domestic syndication.

ADL found errors in a number of the tables on which CBS and NBC based their arguments after counsel for WBC questioned the accuracy of one of them during the oral argument the commission held in the proceeding in July. (ABC, while opposing the 50-50 proposal, is giving qualified endorsement to the WBC alternative.)

Mr. Lane, after examining the corrected data, said it showed that the amount of nonnetwork programming on the average affiliated station during prime time is decreasing, not increasing, as CBS and NBC claimed. He pointed to what he called a "dramatic change between the original and the revised Little data."

But Mr. Cutler said the networks' argument that the network schedules for the 7-11 p.m. time period "had not significantly increased since 1957" was not affected by the new figures. And although the ADL data dealing with affiliates' carriage of nonnetwork programming was found to be incorrect, "the change is not so significant as Westinghouse suggests," according to Mr. Cutler; the amount of nonnetwork programming on affiliates declined, between 1958 and 1968, an average of 1.8 hours in the 6-11 p.m. period and 1.5 hours 7-11 p.m. Mr. Cutler attributed the decline chiefly to an increase in the amount of early evening network news programs taken by affiliates.

Furthermore, he said, the revised figures show that in the top-50 markets there was "far more first-run syndicated programming being broadcast in 1968 than the ADL figures first showed."

Considering the top-50 markets as a whole, there were 611 hours of such programming 6-11 p.m., not the previously reported 518; 429 hours 7-11 p.m., not 363; and 276 hours 7:30-10:30 p.m., not 222.

The figures—which, Mr. Cutler noted, were not mentioned in Mr. Lane's letter—"lend further support to the CBS case, and firmly refute the Westinghouse contention that the first-run syndication market has atrophied since the late 1950's."

'Outsider' role perfect for TV journalists

An "artificial innocence is the essence of traditional American journalism at its best," Reuven Frank, president of NBC News, told student officers of the Yale political union last Wednesday (Feb. 18).

"Television can indeed be a powerful medium and the purposeful use of this power for power would be a frightening idea even if the ends were noble," Mr. Frank said. But, defining news as "change as seen by an outsider in behalf of other outsiders," Mr. Frank emphasized that "the most responsible attitude television-news people can take is that they have no clear purpose."

"He [the outsider-reporter] tries to

see and talk about what he has seen, without reference to whether he likes it or dislikes it. That is the key to professional journalism," Mr. Frank observed.

Mr. Frank further noted that the "weight [has] shifted" in the kinds and tones of criticisms leveled at the press. Criticism in earlier years, he observed, "was by snobs of various kinds, non-watchers, people who enjoyed tastes they considered uncommon." But, he added: "Since 1968, most of the critics identify themselves with common tastes and preferences and life patterns, quite aggressively proclaiming themselves members of what the President has seen fit to call the 'silent majority.'"

Mr. Frank was on the New Haven, Conn., campus to accept appointment as a Poynter Fellow—the first such appointee from the TV field.



Mr. Frank talks to Yale students.

Program-executive meet may draw 300 delegates

A session on syndication, a report of a TV-program exchange and a discussion of programming problems common to network-affiliated and independent television stations top the agenda of the National Association of Television Program Executives Feb. 24-27 meeting in Miami Beach.

More than 300 delegates, most of them station executives but including a large delegation of TV distributors, are

A training ground for disadvantaged

With its first graduates now placed at stations, workshop grooms bigger lot

A year ago, Caverly Stringer was pushing a broom in his home town of Mamaroneck, N.Y., for \$30 a week.

Last week, KERA-TV Dallas, on its *Newsroom* show, featured a couple of film clips shot by a 19-year-old TV news cameraman who had joined the staff last Jan. 5. His name: Caverly Stringer.

The road from Mamaroneck to an educational station in Dallas was paved for Mr. Stringer, a boy from an underprivileged black family, by the Community Film Workshop Council in New York. The council is paving similar roads for Puerto Rican, Indian, and other minorities.

The council, funded by the Office of Economic Opportunity, has established seven film workshops in the U.S.—in New York; Washington; Los Angeles; San Francisco; Hartford, Conn.; Tulare county, Calif.; Whitesville, Ky.; and San Juan, P.R. The goal of each is to spot promising members of minority

groups for possible careers as TV or film cameramen, soundmen, newswriters or editors.

The council's first New York class was graduated last fall. Caverly Stringer was a member. Seven of his eight classmates were just as successful in winning jobs at TV stations throughout the country. The other chose to become a feature-film technician. Score: 100%. The other graduates who are now at stations are: Luis Vale, WAVE-TV Louisville, Ky.; Joel Fletcher, WTVJ(TV) Miami; James McIver, WMAL-TV Washington; Leon Collins, noncommercial WETA(TV) Washington; Hector Nieves and Bary Brewer, ABC-TV New York; and George Williams, WSOC-TV Charlotte, N.C.

The number of candidates attending the council's New York school depends on the amount of money in the till. OEO's initial grant to the program last June was \$400,000—enough to complete the first-cycle class and the second one, comprising 16 candidates, which is to be graduated Friday (Feb. 27).

The CWFC workshop in New York is no picnic. Each candidate is paid \$75 a week and attends classes five days a week, eight hours a day for six weeks at the DuArt Labs. Teachers are Bruce Harding, news photographer and cinematographer, who is training director;

John Fletcher, ABC news cameraman; Sandra Holmes, on leave as news editor from NBC; and Franke Tonello, a film editor with Howard Lester Productions Inc.

The Community Film Workshop Council grew from the American Film Institute, which Cliff Frazier, CFWC executive director, calls the "father of the organization—but not really paternal." The CWFC, he stresses, operates autonomously.

In July 1968, actor Sidney Poitier and director George Stevens Jr. recognized the need for more feature-film technicians from minority groups. So, with a \$50,000 grant from a couple of foundations, the program was formulated.

Then last June the OEO became interested, and the emphasis shifted from feature-film production to TV news filmmaking—where the need for minority-group hiring proved even greater.

"The medium [TV] is the best avenue to establish contact between all people," says Mr. Frazier. "It's meaningful, direct communication."

And, he adds, "If these young men are motivated to commit themselves to learn new skills, our hope is to place them all." As of next Friday he will have 16 to place. The address of the Community Film Workshop Council is 17 West 60th Street, New York.



Some of the big names in television provide advice to trainees at the Community Film Workshop Council. In picture at left Sandy Vanocur (l), NBC News correspondent, talks with Eddie Jackson, a trainee. Appearing at the first graduation



ceremonies last fall (picture at right) were Sidney Lumet (center), prominent director, and Ossie Davis (r), actor. With them is Cliff Frazier, executive director of the council.

expected at NATPE's seventh annual conference at the Plaza Hotel.

A panel, entitled "Fun? and Profit! through Syndication," is to be moderated Wednesday (Feb. 25) afternoon by Sheldon Cooper, WGN Continental Broadcasting Co., with participants Jack Reilly of the *Mike Douglas* unit of Westinghouse Broadcasting Co.; Lew Klein, Triangle Television, and Roy Smith, WLAC-TV Nashville and 21st Century Productions.

The formal meetings start Wednesday (Feb. 24) with a welcoming address by Ian Harrower, WFIL-TV Philadelphia and NATPE president; followed by four discussion groups meeting simultaneously and representing stations affiliated with the three TV networks and the independent stations; a report on the scholarship awards program; the panel meeting on syndication and another workshop panel, called "Both Tape Machines!," whose participants

are James A. Bradley, KWVL-TV Waterloo-Cedar Rapids, Iowa; Robert Savage, WMAZ-TV Macon, Ga.; Tom Sheeley, KELO-TV Sioux Falls, S.D., and Harry L. Straden, KTSB(TV) Topeka, Kan.

Thursday events will be highlighted by a report of NATPE's developing tape-exchange project presented by Allen Sternberg, WCKT(TV) Miami.

Activities Friday include a governmental session with license renewals and cable television as topics.

Trade groups hear network-radio heads

Executives say network radio has edge in news and in mileage per dollar

A rare panel of broadcasting executives brought the message of network radio to a select group of prospective buyers last week in Washington—the message, that networks best supply sports and news on radio . . . and that radio can get messages across to more of the public, more often.

In a skillful meshing of presentations, the network spokesmen presented their stories of network radio as an attractive medium to all buyers without becoming involved in collusion that might excite the interest of the Department of Justice. That each is very competitive in seeking the advertisers' dollar was frequently stressed.

The executives, Victor Diehm, president of Mutual Broadcasting System; Walter Schwartz, president of ABC Radio; Maurie Webster, vice president, division services, CBS Radio and George Gallup, NBC Radio vice president for sales, spoke Thursday (Feb. 19) at a luncheon meeting of the Washington Society of Association Executives. The society is an organization of executive directors and similar officials of the many trade and professional associations with headquarters in the nation's capital.

Mr. Diehm, paraphrasing a line from a show about singer Jacques Brel, noted that radio "is alive and well . . . actually it grows in strength and vigor every day." He observed that radio's popularity is because of the mobility of the population. He said its use for entertainment, except for music, has all but disappeared. "It became very obvious in the late 1950's," he said, "that networks could serve best the needs of the affiliates by concentration upon news; sports and other events of wide public interest." "In time," he continued, "I think it will be feasible for a network to feed news continuously round the clock, thus helping the small independent station which cannot afford staff needed for round-the-clock newscasting."

That radio is the public's primary source of news, particularly in the daytime, was stressed by Mr. Schwartz. He said that "the scope and caliber of the news coverage on a radio station with a network affiliation is generally conceded to be superior to that on a radio station that does not have access to the enormous worldwide news facilities provided by the networks. News . . . is the networks' chief programming

product," he said.

"Radio is uniquely adapted to be present while we do something else with our hands, our eyes and even our minds, not to mention our hearts," Mr. Schwartz said.

Mr. Webster observed that many in his audience were interested in promoting a single industry and many, concerned by consumerism's rise, want to show their industry as reliable.

"I'll share a secret," he said, "if your message is basically an idea—and all those I mentioned were—radio just may be the best way you can find to do it!" Mr. Webster played a number of tapes of typical idea commercials.

Mr. Gallup wound up the presentation with the "closing spot," the clincher, in other words the how-to-do-it sales pitch. He described the value of the effective commercial that is subtle, creative and hard-sell without the audience being aware of it.

Mr. Gallup talked in detail about cost, pointing out that saturation, or spots on all four networks, for one week would cost about the same as a full-page ad in a national magazine.

Detroit firm is first to sue CBS on music

The first in what is expected to be a series of copyright-infringement suits against CBS-TV by Broadcast Music Inc. and BMI publishers and writers was filed last week in federal court in Detroit.

The suit was brought by Jobete Music Co., a publishing subsidiary of Berry Gordy Jr.'s Tamla-Motown Records organization, and by BMI. It charged the CBS-TV network with infringement in the performance of "You've Made Me So Very Happy," published by Jobete and written by Mr. Gordy and associates, on *The Red Skelton Show* Jan. 6.

The suit seeks unspecified compensatory and punitive damages from CBS-TV, which has operated without a BMI license since Jan. 1. BMI terminated CBS-TV's license effective on that date in a dispute that has since blossomed into an exchange of charges in antitrust suits brought by CBS and BMI against each other and against others (BROADCASTING, Jan. 5, Feb. 9).

It is widely assumed that other suits similar to Jobete's will be filed by other BMI writers and publishers in federal courts in or near their respective bases of operations ("Closed Circuit," Feb. 9). Among such centers of BMI music are Nashville, Atlanta, Memphis and Los Angeles.

CBS-TV authorities said they had no comment on the Detroit suit.

One Triangle group plans to expand

New production activities, name change are set for its syndication division

A series of organizational changes and expansion activities were announced last week by the Triangle Stations syndication division, being sold along with nine of the company's TV-radio stations to Capital Cities for \$110 million (BROADCASTING, Feb. 16).

It was reported that the changes had been planned months ago and were implemented now as a matter of "business as usual." FCC approval of the station transfers may take some time. Sale of the syndication arm is not subject to FCC approval but as part of the package it reportedly will not be consummated separately.

George A. Moehler, chief executive of Triangle Stations and general manager of syndication, said changes include a new division name; Triangle Television (formerly Triangle Sales); and new departments to produce outside TV commercials and to produce and release film to education sources.

Mr. Koehler also announced that Triangle has signed an agreement with Creative Cine-Tel Inc., New York, for world-wide distribution of all Triangle Television properties to stations and to colleges, universities and other organizations in the 16mm field.

William G. Mulvey, syndication-sales manager, continues in that post with the added responsibility of supervising the two new Triangle activities. Peter Engel, head of the West Coast syndication office, was named director of special projects, responsible for the development and sale of special programs to advertisers. Noah Jacobs, Northeast syndication-sales director, and Prem Kapur, Midwest syndication-sales director, have transferred to Creative Cine-Tel, where they will continue to handle Triangle properties.

TV news draws fire in voting age hearings

Television news coverage of student rebels has distorted the nation's image of youth and hindered the drive to lower the voting age, according to participants in a Senate hearing last week.

The Senate Subcommittee on Constitutional Amendments, which is considering an amendment that would lower the voting age to 18, heard Theodore C. Sorenson charge that the press has focused on the "comparatively few troublemakers" among young Americans. Mr. Sorenson, former aide

to President Kennedy, said that less than 2% of college students can be radicals. He also noted that nearly half of college-age Americans are not in college.

While Mr. Sorenson offered a sweeping indictment of all news media, San Francisco State University President S. I. Hayakawa focused on television, which he said had distorted the upheaval on his campus.

He said that only about 5% of San Francisco State students had participated in disorders, and that "there wasn't a single response" when he asked television networks and stations to look at constructive activities on the campus. Dr. Hayakawa said the only response he could think of would be to "sic Spiro Agnew on the networks again."

The witnesses got some support from senators who attended the hearing. Senator Marlow Cook (R-Ky.) said TV news had contributed to antistudent reaction among the adult population.

The charges against television do not seem to be affecting the proposed amendment. The witnesses who appeared last week gave solid support to the proposal, which has 68 co-sponsors.

Cooper-Finkel firm to produce for TV

Producer Bob Finkel, who has three Emmy awards, and Jackie Cooper, until last April vice president in charge of television production for Screen Gems Inc., have formed the Cooper-Finkel Co., Burbank, Calif., as essentially a television and motion-picture production firm. The new entertainment organization, the Cooper-Finkel Co., based at NBC-TV's West Coast studios, also plans music recording operations and legitimate theater production.

A total of eight TV projects have been lined up by the new company for production between now and 1973. Included on this slate are two feature films for initial showing on television; a half-hour film comedy series; another half-hour film series about teen-agers; an hour musical series that would have continuing situation characters; and three additional half-hour series, all basically comedies and all designed to be video taped in front of live audiences.

Mr. Finkel, through Teram Inc., of which he's president, currently is in the first year of his second three-year non-exclusive contract with NBC-TV. Anything that Mr. Finkel produces through Teram belongs to NBC. The same network has right of first refusal on anything that is produced through the Cooper-Finkel Co.

Mr. Cooper, a veteran actor and child star in motion pictures in the 30's, headed TV production at Screen Gems for some five years.

ABC-TV picks up slightly in Niensens

In the third week of its "second season," ABC-TV achieved its highest weekly Nielsen Television Index household rating since February 1966, but did not quite equal the two other networks' performances for the week.

ABC's 18.7 rating for the week of Feb. 2-8 represents a 15% increase over the comparable week in 1969. NBC-TV on top with a 20.5 rating, increased its 1969 rating by 9%. CBS-TV's 19.9 rating is a decline of 5% over the previous year.

The top-rated show for the week was ABC's *Marcus Welby*, opposite NBC's *First Tuesday* and CBS's *60 Minutes*. Three other ABC programs made the top-20: *Movie of the Week* ("Along Came a Spider"), *Mod Squad* and *Sunday Movie* ("Night of the Grizzly").

Johnny Cash, one of the network's new shows, won its Wednesday time period (9-10) against NBC's *Kraft Music Hall* and CBS's *Medical Center*, an entry last fall.

Contributing to NBC's win in the household ratings were *Laugh-In*, *Walt Disney*, *Bonanza*, and *Ironside*. CBS's top shows were *Mayberry RFD*, *Gunsmoke*, *Here's Lucy*, *Doris Day* and *Hawaii Five-O*, all in the top 10, and *Beverly Hillbillies* and *Carol Burnett* not far behind.

Congressman calls for free radio-TV time

Representative John Murphy (D-N.Y.) urged last week that free broadcast time be made available to candidates for public office.

In a speech on the House floor, the congressman said television and radio are so essential to a political campaign and so expensive that potential public servants are driven out of politics.

"The cost of appearing 'live and in color' has dominated political fund raising and spending—and even the selection of candidates," he said. "Anyone should be able to run for public office, but how many able men never get out of the starting gate because they cannot afford the prohibitive price of prime time?"

Representative Murphy is among the cosponsors of the political-broadcasting bill now languishing in the House Communications Subcommittee.

The bill would provide 70% discounts to congressional candidates for a specified number of broadcast spots. A Senate companion bill was the subject of hearings last year before the Senate Communications Subcommittee, but its chances in the Congress are dim.

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Program notes:

Geared for radio ■ Alan Levitt, formerly KSFR(FM) San Francisco owner, has formed Levitt Ventures there, production service house for radio stations. The firm provides custom-tailored formats; station slogans; station ID's; graphics; promotion; commercial spot production; music bridges; wild tracks of sound and music; one-liners; and general humor production aids. Further service of Levitt Ventures is series of one-minute programs called *Minishow*, with provisions made for commercial spot inclusion by individual stations. Mr. Levitt formerly owned KSFR(FM) San Francisco. He sold the station to Metromedia Inc. in 1967 and it is now operated as KSAN-FM.

Religious drama ■ "Son of Man," a dramatization presenting Jesus Christ stripped of divine qualities and left with only the resources of a man to save all men, will be presented the week of March 9 as part of Westinghouse Broadcasting Co.'s *Spectrum 52* series of specials. Colin Blakely stars in the British Broadcasting Corp. production, written by Dennis Potter.

NBC's solar special ■ NBC News will originate live, color TV coverage of the total eclipse of the sun from Miahuatlan, a village in the southern coastal part of Mexico, where scientists from all over the world will gather to see and study the event March 7. NBC-TV will telecast coverage noon to 1:30 p.m. NYT. Other locations also will be on the show.

Focus on Big Picture ■ For the second half of its 1969-70 season, the U.S. Army's *Big Picture* series will contain a seasonal re-run, "The Bridge," and three new 30-minute color films. The new productions, which will begin a national run on 350 TV stations in April, 1970, are: "Meeting Tomorrow's

Challenge," "Fort Sill—the Field Artillery Center," and "The Largest Schoolhouse in the World."

Sports packages ■ Empire Sports Productions, Keeseville, N.Y., is offering TV stations a spring sports package of four features. For the third year, *Spring Training Reports* will be available from all Florida training camps starting March 16. Also available are a golf series covering top golfing events beginning Feb. 28 and running through Sept. 7; a syndicated program featuring three of the New York Mets, *Tips to Little Leaguers*, and daily syndicated program hosted by Dick Young of the New York News, *Young Ideas*. In radio, Empire Sports has obtained the exclusive rights to broadcast the national NAIA basketball tournament from Kansas City beginning March 9.

Male-female closeup ■ A news unit at KNBC(TV) Los Angeles has spent some five months gathering material for an eight-part series on male and female homosexuality in Southern California. The series will be shown this month on the station's regular early evening newscast. Among the material to be presented on the series of documentaries are information on homosexual clubs, publications, bars and dating habits.

New NBC regular ■ Cindy Adams, syndicated columnist and magazine writer, has become a regular personality on NBC Radio's *Monitor*. Miss Adams began her twice weekly broadcasts, *Celebrity Scene*, the past weekend (Feb. 21-22).

Encore change ■ The rebroadcast date of *The Brass Are Comin'*, starring Herb Alpert and The Tijuana Brass has been changed from Tuesday, April 7 to Tuesday March 31, (7:30-8:30, p.m., NYT), pre-empting *I Dream of Jeannie* and *The Debbie Reynolds Show*.

Poe classics special ■ American Interna-

tional Television reports it has reached an agreement with Ken Johnson Productions, Hollywood, for the taping in March of an Edgar Allan Poe TV special starring Vincent Price. The one-hour program will consist of the dramatization of four Poe classics, and will be aimed for network presentation.

Scalloping gourmet ■ TV stations may now obtain *The Captain's Galley*, a new seafood cooking series, at no charge. Commercial stations, however, may offer the program for local sale. The 13 half-hour shows were produced for the Virginia Seafood Council, Norfolk, and are hosted by Gil Fryer, a local on-the-air personality, who will be assisted by guest chefs—among them nationally known seafood expert Elizabeth Harrison. Address: Box 687, Newport News, Va. 23607.

News from Berlin ■ Young & Rubican, New York public-relations firm, is handling the PR account for the city of West Berlin and in doing so is producing a 3½-minute radio show, *Report from Berlin*, on various news events occurring in the city, and one-minute TV newsfilms on feature news events that occur each month. Information on the radio program is at Sheridan Elson Communications, 48 West 48th Street, New York. The TV news films are available from Y&R, 285 Madison Avenue, New York.

Help for the consumer ■ WTTG(TV) Washington has established a Consumer H-E-L-P Center which will be a part of its *Ten O'Clock News*. The feature, set up in conjunction with Prof. Donald Rothchild of the George Washington University Law School, is manned by students of a consumer-problems course. If successful in Washington the idea may be adopted by other Metromedia stations, according to Ed Turner, vice president and director of news for Metromedia Television.

Return of Betty Furness keyed to consumers

Betty Furness, one-time TV-radio performer, assistant to President Johnson for consumer affairs and TV refrigerator saleslady, hopes to return to the TV screen next fall to do what she likes most—"tell it like it is" to the consumer.

A new show, *Help from Betty Furness*, is being prepared for syndication by Talent Associates Inc., New York. TA officials reported "considerable sponsor interest" in the building, consumer-oriented, half-hour across-the-board show.

According to TA's Chester Feldman, the show would feature "hot news,"

investigative reporting and guest interviews in the consumer area.

Miss Furness told of her program plans last week (Feb. 17) in New York during a consumerism seminar sponsored by Advanced Management Research International Inc., where she urged TV to help manufacturers and advertisers make sure the consumer gets all possible information on products. (see page 45).

Hill group concludes phase of Haiti inquiry

The House Investigations Subcommittee is reportedly winding up its closed-door hearings on CBS's alleged role in an abortive invasion of Haiti in 1966. Un-

less subcommittee members want further testimony, the Investigations unit will either issue a report or hold public hearings.

If a hearing is held, it could branch into other areas of alleged news misconduct, since the subcommittee has also taken note of charges that CBS staged portions of its 1968 documentary, *Hunger in America*.

However, published reports indicating that the subcommittee is actively pursuing that subject are apparently wide of the mark; the subcommittee has for some time had the essential information on the case, which was also investigated by the FCC and resolved in CBS's favor. "The facts about *Hunger* aren't in dispute," one source said last

week.

The Haiti case involves charges that CBS became involved with Haitian exiles living in the U.S. and encouraged their planned invasion of that country. CBS has denied the charge.

The subcommittee previously alleged staging of a filmed pot party and of 1968 convention coverage.

Palomar to go under wing of Bristol-Myers

Bristol-Myers Co., New York, is diversifying into the motion picture-television production business through an agreement with Palomar Productions, New York. Palomar will become a division of Bristol-Myers and will be

active in feature-film and TV productions and "other areas of leisure-time activity."

President of Palomar is Edgar J. Scherick, who resigned as vice president in charge of programming at ABC-TV in 1966 to form his production company.

He has produced such motion pictures as "Take the Money and Run"; "They Shoot Horses, Don't They?"; "The Killing of Sister George"; and "The Birthday Party."

A Bristol-Myers spokesman said there were no immediate projects on tap. He added that Mr. Scherick will continue as president of Palomar and will be a stockholder with Bristol-Myers in Palomar.

ABC specials to hit ecological problems

A three-part ABC news documentary series, *Mission Possible*, due to be launched Friday, March 20, will deal with the causes and cures of ecological imbalance. All three documentaries will be sponsored by the Xerox Corp., through Needham, Harper & Steers.

The first in the series, "They Care for a City," scheduled for March 20, 10-11 p.m. EST, will explore the efforts of city planners and environmental experts in San Francisco. Music will be provided by jazz instrumentalist Miles Davis and folk singer Pete Seeger. Program narrator will be Col Frank Borman Apollo 8 commander.

International

Canada wants to accent its own

CRTC proposes to reduce imported programming; 12-minutes-per-hour advertising to be discussed

The Canadian Radio-Television Commission has proposed new rules aimed at increasing the levels of Canadian content on Canadian stations.

The rules would require Canadian TV broadcasters to devote 60% of their prime-time schedules to Canadian-made programs. The CRTC says that at the present time, during peak-viewing hours, only 29% of the programs on some major private Canadian TV stations qualify as home-grown Canadian product.

The new rules would affect Canadian AM radio stations by requiring that 30% of the music broadcast by the stations be of Canadian origin. The 30% requirement would go into effect Oct. 1, 1970.

The CRTC will hear comment on the proposals from broadcasters and interested members of the public at a public hearing in Ottawa beginning April 14.

Another significant proposal of the CRTC to be considered at the April hearing is a plan to limit TV advertising to 12 minutes in each hour. The CRTC says some Canadian TV stations now sometimes carry 20 minutes or more of "extraneous material" in a broadcast hour. But even though the agency would limit the amount of advertising in each hour on television stations, it proposes to allow, for the first time, commercials in news pro-

grams. The CRTC says it would permit advertising messages in newscasts because it realizes that news coverage is costly.

The new regulations, if they go into effect, would require Canadian TV stations to increase their Canadian programming from 55% to 60% of their schedules from 6 a.m. to midnight. The same 60% requirement would apply to the prime-time programming of the TV stations, between the hours of 6:30 p.m. and 11:30 p.m.

The primary consequence of the new rules is to force TV stations to increase their Canadian programming during prime evening hours. Under the new rules a TV station cannot fill its daytime schedule with Canadian programs to meet the 60% over-all requirement and then schedule mostly non-Canadian shows during prime time. The new regulations would limit non-Canadian programs to 40% of a station's schedule between 6 a.m. and midnight and also to 40% between 6:30 p.m. and 11:30 p.m. Only 30% of the programs in either the 6 a.m.-midnight or 6:30-11:30 p.m. periods could be produced in any one country outside of Canada. At present U.S. program sources provide much of the programming in Canadian prime time.

The new regulations would also revise the definition of what is Canadian programming. Previously programming

from British, French and Commonwealth sources was considered Canadian.

Because the Canadian Broadcasting Corp. carries more Canadian content than the private broadcasters, the new rules would be less severe on the CBC. But, under the CRTC plan, private broadcasters would be given more time to meet the 60% requirement than the CBC.

The CBC would have until this fall to add about three hours a week of Canadian programs to its prime-time schedule. But private broadcasters would have until September 1971 to comply with the same standards as the CBC. For the private stations this would mean adding about four more hours of Canadian programs in the evening by this fall, and another three-and-a-half hours by September 1971.

Proponents of the new regulations say the additional programming would provide many new opportunities for Canadian actors, writers, singers and other TV performers, and that the new programming would contribute to a stronger Canadian broadcasting system. But opponents of the measures, including some broadcasters, say the rules would only produce an increase in Canadian programming while lessening the quality of schedules. Some fear Canadian TV stations would lose viewers to U.S. border stations, and lose

revenue at the same time.

Also noted is a new definition of what is considered advertising. Public-service announcements, billboards and program promotions would all be considered advertising material. Such promotional spots and public-service announcements would have to be accommodated within the 12 minutes. Anything not directly related to the program being televised, except station or network identification, would be regarded as advertising.

The CRTC also proposes to limit the number of advertising breaks in programs. Only four interruptions would be permitted in a one-hour program, only two in a half-hour program, and one in a 15-minute program.

In programs longer than an hour—during movies, for example—broadcasters would be allowed to place advertising as they wish, provided the commercials did not exceed 12-minutes, but only four interruptions an hour would be permitted.

During live sports events, there would be no limit on the number of interruptions as long as the rate of 12 minutes an hour was observed.

The CRTC is also proposing to allow broadcasters to sell time in news programs. The spots would be restricted to only one two-minute interruption after each 10 minutes of the news

program. Advertising would have to clearly separate from the news program and the news announcer could not appear in the advertising. The CRTC said sponsorship of news programs would be permitted provided the sponsorship identification was in good taste.

The CRTC proposal to foster more Canadian music on AM radio stations provides that 30% or more of the music played on the stations must be Canadian.

Starting Oct. 1, musical selections played by the AM stations must meet at least one of these four conditions, if the new rules are adopted: the playing or singing of selection or composition must be principally by a Canadian; the music was written by a Canadian; the lyrics were written by a Canadian; the performance was recorded in Canada.

The requirement would apply to all AM radio programming daily during each four-hour period between 7 a.m. and 11 p.m.

After one year, by Oct. 1, 1971, the 30% Canadian-content minimum would have to meet at least two of the four conditions.

George Davidson, president of the CBC, said the CBC is already close to the proposed 60% Canadian-content requirement in TV prime time. And in radio programming the CBC's position on Canadian content was "very good indeed".

Murray Chercover, president of the CTV television network, said he would have to re-examine his business position carefully before commenting extensively. But he said he shared the view of most broadcasters that the concentration on Canadian programming would be costly and cause a major disturbance in the industry. He added: "You can't say go back to the well for more money. There's just no more well."

Presumably French-language radio stations in Canada would have much less difficulty meeting the 30% requirement than English-language stations, which often depend heavily on music from U.S. sources.

Abroad in brief:

Cohn lectures ■ Marcus Cohn of Cohn and Marks, Washington communications law firm, will be abroad for several months beginning Feb. 28 to lecture on "Mass Media and Their Relationships to Political and Social Processes." The lectures, a series of seminars preceded by some formal remarks, will be attended by university students and professors and government and private individuals involved in the media. Mr. Cohn will speak in Bangkok, Thailand; Taipei, Taiwan; Tokyo; Hong Kong, Bombay and New Delhi. The lecture

circuit was arranged by the cultural affairs division of the State Department.

Worldwide fellows ■ Cooperating with the Corp. for Public Broadcasting in its 1970 foreign fellowship program will be broadcasting organizations in Great Britain, Australia, Denmark and Holland. The British Broadcasting Corp., Australian Broadcasting Commission, Radio Danmarks and Radio Netherlands have agreed to accept one of the four winners for a year's residency. Deadline for applications for the fellowships has been extended from Feb. 27 to March 31. Participating countries last year were Sweden, Japan, Great Britain and Canada.

International study of satellite use set

The International Radio Consultative Committee, the technical arm of the International Telecommunications Union, has created a working group to study direct broadcasting from satellites.

The working party, under the chairmanship of India, will consider establishing technical standards for direct broadcasting from satellites to earth receivers—both community-type sets and home receivers. India plans to use a National Aeeronautics and Space Administration satellite for about four hours daily in 1972 to broadcast educational and public service programs to village TV sets (BROADCASTING, Oct. 13, 1969). Establishment of the special unit to study direct space broadcasting is also part of preparations for the World Administrative Radio Conference on space communications to be held in Geneva in 1971.


In other actions at the CCIR meeting in New Delhi that ended two weeks ago, the 70-odd nations re-elected A. Prose Walker, Washington consulting engineer, as chairman of Study Group, 10 (radio), with S. S. Aiyar of India as vice chairman; E. Esping of Sweden was re-elected chairman of Study Group 11 (TV), and M. Krivoscheev of the USSR was chosen vice chairman.

The meeting also dissolved Study Group 12 (tropical broadcasting) since that problem is considered overcome through the use of medium wave frequencies, higher powered transmitters and FM.

And it confirmed proposals recommended at the interim sessions held in Geneva last year: technical standards for TV programs on film and video tape, color balance for film, specifications for sync and control signals, dimensions, speeds and track positions for tape; a test audio tape supplied by the British Broadcasting Corp. on subjective loudness, and standards for monitoring stereo transmissions (BROADCASTING, Oct. 13, 1969).

Your Heart Fund Fights

**HEART ATTACK
STROKE
HIGH BLOOD
PRESSURE
INBORN HEART
DEFECTS**



®

Broadcast advertising

Roy J. Bostock, John C. Ferries, and David Kreinik, with Benton & Bowles, New York, named senior VP's.



Mr. Lotspeich

of Procter & Gamble Ltd., Great Britain.

Martin H. Hummel Jr., executive VP of SSC&B Inc., New York, appointed vice chairman of Lintas International, London. Mr. Hummel remains director of SSC&B. **Marston Myers**, senior VP at SSC&B, named to board of SSC&B-Lintas International, also London.

Thomas M. Mullins, senior VP, Enyart & Rose Advertising, Los Angeles, appointed general manager.

Charles A. Macatee, national sales manager for WMAL radio, appointed to newly created position of general sales manager, WMAL radio.

Jerry Prestomburgo, creative supervisor, Warwick & Legler, New York, named VP.

Ken Duskin, VP and creative supervisor, Doyle Dane Bernbach, New York, joins Jack Tinker & Partners there as creative partner.

Robert S. McTyre, VP and director of broadcast creative on Chevrolet account, Campbell-Ewald, Detroit, appointed director of broadcast at agency's Los Angeles office.

Norton J. Bond, VP and manager of Philadelphia office, Basford Incorporated, joins The Harry P. Bridge Co. agency there as VP.

John R. Koelle, executive art director, Allen, Anderson, Niefeld & Paley, Chicago agency, named VP and associate creative director.

Herbert D. Kronenberg, creative associate-TV commercial production, SSC & B, New York, elected president of Broadcast Advertising Producers Society of America. Mr. Kronenberg succeeds **Alfred R. Tennyson**, VP and TV commercial-production business manager, J. Walter Thompson, New York. Others elected: **John B. Sircus**, with Clyne Maxon, New York, VP; **John Donnel-**

ly, with Leo Burnett, New York, treasurer; **Catherine Z. Land**, with Grey Advertising, New York, was re-elected secretary.

Donald J. Baker Jr., with Ward Archer & Associates, Memphis, named VP.

Carlton Mertens, general sales manager, KATZ(AM) St. Louis, joins White & Shuford Advertising, El Paso, as VP and account executive.

John F. Lawton, general sales manager, WBSM-AM-FM New Bedford, Mass., named VP for sales and administration.

Harry E. Moedinger, mid-Atlantic regional VP, F. W. Woolworth Co., Philadelphia, named corporate VP in charge of sales and advertising in company's New York executive offices. He is succeeded by **Walter C. Pierce**, assistant manager of mid-Atlantic region.

Stephen Margaritov, media research supervisor, Benton & Bowles, New York, joins Dodge & Delano there as director of media research.

Richard A. Garvey, creative supervisor, Foote, Cone & Belding, Chicago, joins Fuller & Smith & Ross there as creative director.

Jerry Danford, formerly director of sales, WCBS-TV New York, joins RKO Television Representatives as head of San Francisco office.

Thom Rhodes, formerly supervisor of spot broadcast, Ketchum, MacLeod & Grove, Pittsburgh, joins Smith-Gent Advertising as New York branch manager/director of client services.

Peggy Owen, with Noble-Dury & Associates, Nashville, appointed associate media director.



Mr. Fairbanks

formerly in various positions with Westinghouse Broadcasting on West Coast, joins KNXT as national sales representative.

Ellsworth H. Smith, assistant media director, Klau-Van Pietersom-Dunlap, Milwaukee advertising and PR agency, appointed media director of reorganized media department.

John T. Papas, with RKO Radio Representatives, Chicago, appointed general

sales manager, WRKO(AM) Boston.



Mr. Erlicht

Lewis H. Erlicht, with ABC Spot Sales, New York, appointed sales manager of WABC-TV there.

Jerry Belson, formerly sales manager, WRFM(FM) New York, resigns to settle in Israel.

Jay Barrington, former general manager, KXOA-AM-FM Sacramento, Calif., joins KTXL(TV) there as local sales manager.

Rich Livingston, general sales manager, Media Statistics, Silver Spring, Md., joins Dave Herman Associates, Washington advertising and PR firm, as executive administrator.

John R. Gelzer, promotion director, WGR-TV Buffalo, N.Y., joins WBEN(AM) there as marketing specialist.

Advertisement

How to protect yourself against Broadcasters Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U. S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

Employers Reinsurance Corp., 21 West 10th, Kansas City, Missouri 64105. Other U. S. offices: New York, San Francisco, Chicago, Atlanta.

F. Theodore Fortin, copy group head, Tatham-Laird & Kudner, New York, joins Cunningham & Walsh there as copy supervisor.

Media



Robert F. Lewine, most recently VP in charge of television for Warner Bros. Pictures, Burbank, Calif., elected as first full-time salaried president of National Academy of Television Arts and Sciences. Mr.

Mr. Lewine Lewine, who will have headquarters in Los Angeles, is former non-salaried president of NATAS (1961 and 1962). In accepting new appointment, Mr. Lewine resigns as president of National Academy's Television Foundation.

Roland S. Tremble, financial VP, ABC Inc., New York, elected treasurer of ABC. He succeeded **Martin Brown**, who resigns.

Stanley Lipp, VP-operations, WBSM-AM-FM New Bedford, Mass., named executive VP and general manager of stations.

Michael McCormick, VP and general manager, KPLR-TV St. Louis, joins WOR-TV New York as manager succeeding **Edward Warren** (see this page).

John F. Anderson, former sales manager, WSBK-TV Boston, joins WUNR(AM) and WBOS-FM Brookline, Mass., as general manager.

William Harley, general manager, WPEO(AM) Peoria, Ill., joins WTVR-AM-FM Richmond, Va., as station manager.

Raymond W. Grandle, former president and manager of WGEZ(AM) Beloit, Wis., joins wxow-TV under construction in La Crosse, Wis., as manager. Station is due to go on air in March.

Sharon De Bord, formerly public-service director, promotion director and market-research director, WCOL(AM) Columbus, Ohio, appointed director of administrative operations.

Julian Linde, attorney, Screen Gems, New York, appointed director of business affairs.

Floyd D. Shelton, broadcast and CATV consultant and former manager of Abilene (Tex.) TV Cable Service Co., joins Communications Properties, Austin, Tex.-based multiple-CATV owner, as manager of franchise development.

Walter P. Sheppard, general manager and executive producer of public-affairs programming, noncommercial WRVR(FM) New York, and **Burt Harrison**, manager of noncommercial KWSU(AM) Pullman, Wash., elected to board of di-

rectors of National Association of Educational Broadcasters' national-educational-radio division. **Dr. Everett A. McDonald Jr.**, superintendent of schools, Centennial school district, Warminster, Pa., elected to fill unexpired term on NAEB's instructional and professional-systems board of directors.

Richard B. Holcomb, consultant to Corp. for Public Broadcasting, Washington, on several national programs dealing with hunger in America, joins CPB there in newly created position of director of citizen services.

Programing



Mr. Goodman **Dan Goodman**, VP in charge of national spot sales for Screen Gems, named to newly created post of VP and director of syndication program development. New department will expand production of first-run syndicated programming for local stations, national spot advertisers and CATV systems.

Daniel L. Ritchie, executive VP, MCA Inc., North Hollywood, resigns. No future plans announced.

Herb Schwartz, sales manager, Elektra Film Productions, New York, named VP for sales.

Maurie Gresham, director of television sales for King Features Syndicate, North Hollywood, named VP of Larry Harmon Pictures Corp., Hollywood.

Edward A. Warren, general manager of WOR-TV New York, appointed to newly created position of director of programming for RKO Television, New York, effective March 1. Mr. Warren will be concerned with programming for all of RKO's outlets.



Mr. Ringquist **A. Lennart Ringquist Jr.**, account executive, network sales, ABC-TV, elected to newly created post of executive VP and chief operating officer at Metro-media Program Sales, Metro-media's program syndication organization. **Wynn Nathan** continues as VP and general manager of MPS.

Richard M. O'Shea, former head of Life Films and assistant to publisher of *Life*, New York, appointed director of sales of Time Life Films there. **Donald M. Hine**, former VP of sales and marketing, Bonded Services, New York TV

and theatrical-servicing company, joins Time Life Films as director of international sales. **John M. Grogan**, former producer in London, appointed director of BBC department of Time Life Films, New York.



Thomas G. Kuhn, director of West Coast live nighttime programs and specials, NBC-TV, named VP in charge of program development for Warner Bros. Television, Burbank, Calif.

Mr. Kuhn **Norman Henry**, in various motion picture-television production positions, named executive in charge of production for Aaron Spelling Productions, Hollywood.

Jack Holmes, with WRAP(AM) Norfolk, Va., appointed program director.

John Clark, formerly production and program director, WCPQ-TV Cincinnati, joins WHIO-TV Dayton, Ohio, as director of production.

Clark Davis, general manager, KDAY(AM) Santa Monica, Calif., joins WATL-TV Atlanta as special-projects director.

Robert Paul Smith, copy supervisor, Cunningham Walsh, New York, joins Screen Gems there as creative director in advertising department.

News

Bob Allison, producer/reporter, CBS News, Cairo, appointed correspondent. He will continue on assignment in Cairo.

David K. Cohler, newsman, Westinghouse Broadcasting Co.'s WIND(AM) Chicago, appointed correspondent in company's Paris news bureau.

Donald R. Fulsom, UPI Audio White House correspondent, appointed manager of UPI Audio's Washington bureau. He succeeds **William Greenwood**, who joins Mutual Broadcasting there as congressional reporter. **Gordon F. Joseloff**, on UPI's New York cables desk, appointed correspondent in UPI's London bureau.

David Prowitt, executive producer, National Educational Television, New York, appointed correspondent for NET in Washington.

Milton W. Minarcin, day editor, AP, Boston, appointed correspondent in charge of AP Montpelier, Vt., bureau.

Fred La Cosse, promotion manager, KNTV(TV) San Jose, Calif., appointed news director and newscaster for week-night news show. He is succeeded as promotion manager by **Pam Woodford**, with KNTV. **Robb Mahr**, sports direc-

tor, appointed administrative news director.

David F. Horwitz, producer of early evening news for KPX(TV) San Francisco, named to newly created position of assistant news director.

Steve Johnson, news director, WAEO-TV Rhinelander, Wis., joins WCCO-TV Minneapolis-St. Paul as reporter.

Bill Wilkerson, news writer, KMOX-AM-FM St. Louis, appointed special-events reporter.

Brian E. Ross, statehouse correspondent, KWVL-TV Waterloo-Cedar Rapids, Iowa, resigns to become press secretary to Dave Stanley in his campaign for U.S. Congress from Iowa's first district.

George Crollius, formerly with WCKR-TV Miami, rejoins station as reporter-news caster.

Louis T. Fox, news producer, WGN-TV Chicago, appointed producer for discussion call-in series at WGN(AM) there.

Dave Button, general manager, KSVF(AM) Artesia, N.M., elected chairman of New Mexico AP Broadcasters Association.

Al Meltzer, appointed sports director, U.S. Communications Corp., Philadelphia, in addition to post as director of sports for USC's WPHL-TV Philadelphia.

Promotion

Timothy J. Connor, PR director, Benton & Bowles, New York, named VP.

Alfred J. Gillespie, with *Life* magazine creative services, New York, appointed to newly created position of promotion director of Time Life Films there. He will be in charge of promotion of films to commercial and educational TV and to educational and institutional market.

Larry Kellogg, promotion manager, WLCY-TV Largo, Fla., joins WFLA-TV Tampa, Fla., as assistant promotion manager.

Edgar H. Scholl, with San Francisco office of Ruder & Finn, joins Gross, Pera & Rockey there as head of agency's PR and publicity departments. **Larry Glazier** continues as GPR's director of publicity and will serve as assistant to Mr. Scholl.

Carl Armstrong, with Hall Butler Blatherwick, Los Angeles-based agency, appointed to head newly created PR department to service both agency's existing accounts and outside clients.

Richard W. Norsworthy, with KPLR-TV St. Louis, joins WGR-TV Buffalo, N.Y., as director of advertising, promotion and PR.

Leonard E. Sabal, with Hutchins Advertising Co. Rochester, N.Y., joins PR division of Rumrill-Hoyt, New York, in newly created position of director of

technical services.

Hy Smith, foreign advertising and publicity manager, United Artists, New York, appointed director of foreign advertising and publicity. Mr. Smith replaces **Guenter Schack**, who resigns.

Henry N. Richardson, program coordinator for student activities, Case Western Reserve University, Cleveland, joins WKYC-TV there as community-relations administrator.

Robert Stengel, formerly linguist and intelligence officer with Army, joins PR staff of National Cable Television Association, Washington, as PR assistant.

Equipment & engineering

Harry B. Burley Jr., managing director, Boston Insulated Wire & Cable Co., Boston, named president. He succeeds his brother, **Joseph C. Burley**, who becomes chairman of board.



Mr. Marx

and Technical Operations Inc., Burlington, Mass., was organized last May to continue development of commercial applications in TV and film fields of photographic process for taking color pictures on black-and-white film.

Terrence C. O'Connor, with CBS electronic video recording division, appointed Midwest district sales manager, with headquarters in Detroit. **Roger C. Spotts**, also with CBS EVR division, appointed Northwest district sales manager, with headquarters in San Rafael, Calif.

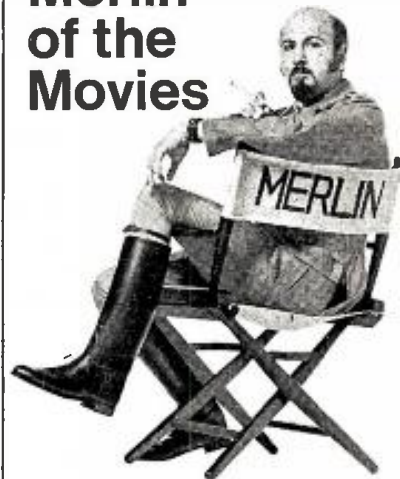
Michael L. Neibauer, engineer, KETV-TV Omaha, Neb.-Council Bluffs, Iowa, appointed assistant chief engineer. He succeeds **Kennie J. Elkins**, now KDUB-TV Dubuque, Iowa, chief engineer.

John Skitch and **William Klee**, with Bell & Howell Magnetic Tape Co., Irvine, Calif., appointed controller and director of purchasing and personnel, respectively.

Robert L. Casselberry, manager of marketing, General Electric's telecommunication-products department, appointed manager of newly created new-business-development operation for GE's communication systems division, Lynchburg, Va. He will also continue to hold marketing manager position until successor is appointed.

Donald W. Emden, organizer of tech-

Ask Merlin of the Movies



Grand Seer of TV Programming ...

brought to you as a service of Metro-Goldwyn-Mayer Television.

A promotion man at a station representative asks:

"When a TV station buys a package of features, what kind of promotion help should he expect from the distributor?"

Answer

First, is a comprehensive list of all the titles with cast detail, synopsis information and stills. Very few people have seen every picture they are going to play. But without a clear idea of the pictures' potential appeal, the promotion isn't going to sell viewers.

It may be the star or the title or a combination that is the central selling idea. A good distributor's promotion aids will point this out. Best of all, use trailers in promotion. The theatrical trailers should be available in a 60-second version. This makes the job of the promotion manager easier and guarantees effective on-air.

A study of ads for features by stations proved one point. That is, every station with strong feature promotion will treat the print ads differently. But isn't that what a promotion manager gets paid for? The only thing common to all is that each picture is like a new program each time it runs. The viewer has to be told and sold. That's show biz.

Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.

designed for living

a star-studded broadcast media package, for airing during April, Cancer Control Month. To entertain audiences, while alerting them to basic facts about cancer, we offer:

for television, a 28:30 film produced in Las Vegas with...

- PETULA CLARK
 - GEORGE KIRBY
 - MASON WILLIAMS
 - THE CLINGER SISTERS
- and a sparkling segment from the extravaganza PZAZZ '70. FESS PARKER, ACS National Crusade Chairman, is MC.

plus informative, entertaining live action and animated spots—16mm and 35mm—color—in 60, 30, 20 and 10-second lengths, and various informational films to meet specific needs.

for radio, focusing on the "Fight Cancer with a Checkup and a Check" theme, a wide selection

of announcement scripts in 10 to 60-second segments; recorded one-minute messages from Della Reese, Joanne Woodward, Faye Dunaway, Paul Newman, Carol Burnett, Jim Brown, Jackie Gleason, Gregory Peck, Frank Sinatra, Johnny Carson; Country and Western music artists, and a unique series, "Sound Ideas on the Moog", using exciting electronic effects made by the Moog synthesizer.

All of these materials—and more—are available free through your local ACS Unit.

**American
Cancer
Society**

The American Cancer Society
extends congratulations
to the N.A.B.
on its 50th anniversary.



THIS SPACE CONTRIBUTED BY THE PUBLISHER

nical-publications department of semiconductor division, Sylvania, Waltham, Mass., appointed public-information supervisor for Sylvania Electronic Components there, operating group of Sylvania Electric Products. **William H. LeComte**, advertising manager, lamps, Sylvania Electronic Products, New York, appointed advertising manager and **J. Donald Powers**, marketing research manager, lamps, appointed marketing research manager.

Allied fields

William Leibman, with Audits & Surveys Inc., New York, elected VP in addition to his position as associate director, test-audit division.

David H. Parks, with Quantum Science Corp., New York, named VP, director of MAPTEK data-base division, Palo Alto, Calif., market-research data base on technologies and markets in electronics industry and U.S. economy.

Forbes W. Blair, partner in Washington law firm of Welch & Morgan, joins Bilger & Glaser there, also as partner. Law firm is now known as Bilger, Blair & Glaser.

Deaths

Dorothy Adams, 62, executive VP, Clyne Maxon Inc., New York, died Feb. 16 following heart attack in her

home. Miss Adams had been with agency since 1950, where she had been account supervisor for housewares division of General Electric. She worked for Montgomery Ward before joining Clyne Maxon.



Mr. Elmer

Elmer, who was publisher of *Baltimore Morning American* from 1926 until 1929 when it discontinued publication, took control of WCBM in 1930. He sold station to Metromedia in 1963 and served as Metromedia Radio VP and consultant to station until his death. He was also one of the founders of Broadcast Music Inc. and long-time member of board, and served on FCC's Federal Radio Education Committee. He is survived by three daughters.

James Keel, 47, VP and stockholder in Suburban Radio Group, Belmont, N.C.-based group owner, and general manager of group's WEGO(AM) Concord, N.C., died Feb. 16 in Washington of apparent heart attack. Mr. Keel was

stricken prior to congressional reception by North Carolina Association of Broadcasters. He was also former regional membership executive for AP in North Carolina. He is survived by his wife, Claire, and three children.

Alfred W. Cammann, 60, veteran publicist for NBC, died Feb. 14 in Mineola, Long Island, N.Y. At time of his death, Mr. Cammann was New York publicist for such NBC-TV series as *Bonanza*, *Kraft Music Hall*, *GE College Bowl* and all of network's Bob Hope specials. He is survived by his wife, Agnes.

Louis Moretti, 31, newswriter and desk editor of KNX(AM) Los Angeles, died Feb. 13 of heart attack in Los Angeles.

Margaret S. Craven, 73, wife of and former confidential assistant to former FCC Commissioner T. A. M. Craven, died Feb. 16 at home in McLean, Va. She is survived by her husband and one son.

George Marlo, 86, director of writer administration for Broadcast Music Inc., New York, performing-rights licensing organization, died Feb. 5 in French hospital there.

Leeds Moberly, 64, retired newsman, died Feb. 7 in New York, of emphysema and heart failure. He was with old International News Service in St. Louis, AP in New York and *New York Daily News*. He was past president of New York Newspaper Guild.

ForTheRecord

As compiled by BROADCASTING, Feb. 10 through Feb. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Applications

■ Miami—Greater Miami Telecasters Inc. Seeks VHF ch. 10: ERP 316 kw vis. 61 kw aur. Ant. height above average terrain 997 ft.; ant. height above ground 1,039 ft. P.O. address: c/o Cromwell A. Anderson, 1301 Alfred I. DuPont Building, Miami 33131. Estimated construction cost \$2,951,500; first-year operating cost \$3,650,000; revenue \$4,500,000. Geographic coordinates 25° 59' 37" north lat.; 80° 10' 28" west long. Type trans. RCA TT35FH. Type ant. RCA TW-12A10. Legal counsel Welch & Morgan, consulting engineer Russell P. May, both Washington. Principals: W. Sloan McCrea, president, Redmond Bunn Cautier Jr., vice president, Cromwell A. Anderson, secretary, Hoke T. Maroon treasurer, each 9.7% et al. Principals request facilities of WLBW-TV Miami, ch. 10. Mr. McCrea owns 60% of food brokerage. Is chairman of board for four Florida

banks and holds real estate interests. Mr. Cautier Jr. owns 21.5% of law firm and 38.88% of industrial real estate and buildings. Mr. Anderson owns 14% of law firm. Mr. Maroon owns 40% of holding company for four banks in Florida. Ann. Jan. 6.

■ Jackson, Miss.—Channel 3 Inc. Seeks UHF ch. 3 ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 1,938 ft.; ant. height above ground 1,995 ft. P.O. address: c/o Robert C. Travis, 925 Electric Building, Jackson 20036. Estimated construction cost \$1,651,500; first-year operating cost \$800,000; revenue \$1,100,000. Geographic coordinates 32° 15' 30" north lat.; 90° 24' 16" west long.

Type trans. Ampex TA-8218. Type ant. Ampex BR-6L. Legal counsel Bilger, Blair & Glaser, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: James E. Fowler, president, John A. Peoples Jr., vice president-chairman executive committee, Cornelius Turner, treasurer, Robert C. Travis, secretary (each 7.14%), et al. Mr. Fowler owns Buick dealership, 75% of insurance company, 50% of real estate development firm and 75% of shopping center. Mr. Peoples is president of Jackson (Miss.) State College. Mr. Turner is general contractor. Mr. Travis is partner in law firm. Principals request facilities of WLBT(TV)

	<h1>EDWIN TORNBURG</h1> <h2>& COMPANY, INC.</h2>
	<p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p>West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>

Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,256	2	11	4,269	75	4,344 ¹
Commercial FM	2,029	0	51	2,080	130	2,210
Commercial TV-VHF	495	2	11	508	18	526
Commercial TV-UHF	128	0	54	182	127 ²	311
Total commercial TV	623	2	65	90	145	837
Educational FM	377	0	19	391	45	441
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	12	117
Total educational TV	167	0	15	182	19	201

* Special Temporary Authorization

¹ includes 25 educational AM's on nonreserved channels.

² includes two licensed UHF's that are not on the air.

Jackson, ch. 3. Ann. Feb. 6.

■ Jackson, Miss.—Dixie National Broadcasting Corp. Seeks UHF ch. 3 ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 2,000 ft.; ant. height above ground 2,022 ft. P.O. address: c/o Rubel L. Phillips, 717 Deposit Guaranty National Bank Building, Jackson 39205. Estimated construction cost \$2,682,500; first-year operating cost \$795,820; revenue \$1,300,000. Geographic coordinates 32° 14' 05" north lat.; 90° 23' 24" west long. Type trans. RCA TT-30FL. Type ant. RCA TF-5CL. Legal counsel Keller & Heckman, consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: William D. Mounger, president (5%), Rubel L. Phillips, chairman of board (5%), Dixie National Life Insurance Co. (40%), et al. Dixie National Life: Charles J. Jackson, chairman of board, et al. Mr. Mounger is independent oil producer and owns 50% of real estate firm. Mr. Phillips is partner in law firm and owns 10% each of common carrier company and motor vehicle leasing firm. Principals seek facilities of WLBT(TV) Jackson, ch. 3. Ann. Feb. 6.

Start authorized

■ *KIIN-TV Iowa City—Authorized program operation on ch. 12. ERP 245 kw vis., ant. height above average terrain 1,450 ft. Action Jan. 30.

Other action

■ Review board in Tijuana, Mex., TV proceeding, Doc. 18606, denied motion for clarification or enlargement of issues, filed Nov. 26, 1969, by Radio-Television, S.A. and Bay City Television Inc. Action Feb. 12.

Rulemaking petition

■ Marquette, Mich. — FCC proposed TV change in TV education reservation from ch. *19 to ch. *13 in notice of proposed rulemaking. Action Feb. 11.

Call letter action

■ Midwestern Broadcasting Inc., Toledo, Ohio. Granted WTLX(TV).

Existing TV stations

Final actions

■ Broadcast Bureau granted mod. of CP's to

extend completion dates for following to August 10: *WFYI(TV) Indianapolis; KGBT-TV Harlingen, Tex. Action Feb. 6.

■ *WDIQ(TV) Dozier, Ala.—Broadcast Bureau granted CP to change type trans. and ERP to 100 kw vis., 10 kw aur.; and delete aur. amp.; condition. Action Feb. 11.

■ WHNT-TV Huntsville, Ala.—Broadcast Bureau granted license covering changes. Action Feb. 9.

■ KNBC(TV) Los Angeles—Review board granted in part petition by NBC for enlargement of issues against Voice of Los Angeles Inc., competing applicant for ch. 4, in proceeding involving renewal of KNBC's license (Docs. 18602-3). Board amended Issue 1 of commission's memorandum opinion and order released July 16, 1969, to include determinations as to whether John F. Simmons (Voice of Los Angeles stockholder) has available liquid and current assets in excess of current liabilities in sufficient amount to meet commitment to Voice of Los Angeles; whether Voice of Los Angeles will have bank loan of \$2,500,000 to finance construction and first three months cost of operation; basis for estimated cost of construction, and if necessary, whether Voice of Los Angeles will have funds available to meet any additional construction costs, and whether Voice of Los Angeles is financially qualified. Board denied petition insofar as it requested character qualification issue, a suburban issue, comparative programing issue and issues concerning basis for and reasonableness of Voice of Los Angeles estimated programing costs. Action Feb. 12.

■ KICU-TV Visalia, Calif.—Broadcast Bureau granted CP to replace expired CP for changes. Action Feb. 11.

■ WHAE-TV Atlanta — Broadcast Bureau granted mod. of CP to extend completion date to Aug. 11; change trans. location to Briar Cliff Road and Shepherd Lane, North Druid Hills, near Atlanta; change studio location to East Pace's Ferry Road, Atlanta; change type trans. and ant.; ERP to 1.290 kw vis., and 251 kw aur.; ant. height 1,070 ft.; condition. Action Feb. 11.

■ WMAQ-TV Chicago — Broadcast Bureau granted license covering changes (main trans. and ant.), condition; granted license for auxiliary ant., condition. Action Feb. 11.

■ FCC denied petition for rehearing filed by Lowell Sun Publishing Co. for reconsidera-

tion of CP's granted to Merrimack Valley Communications Inc. for mod. of facilities and construction of studio-trans. link for WXPO-TV Manchester, N.H.; Lowell Sun's motion to stay action was dismissed. Action Feb. 11.

■ WKTV(TV) Utica, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 11. Action Feb. 11.

■ WBTW(TV) Charlotte, N.C.—FCC denied application for review by Candis O. Ray of grant by chief, Broadcast Bureau, of application by Jefferson Standard Broadcasting Co. for renewal of license of WBTW and dismissal of her complaint against Jefferson Standard. Action Feb. 11.

■ Charleston, S.C.—FCC denied application for review of review board order submitted by four Charleston, S.C., VHF TV's in trans. relocation proceeding (Docs. 18569-72). On June 26, 1969, commission designated for hearing applications by South Carolina Educational Television (WITV(TV)), Reeves Telecom Corp. (WUSN-TV), First Charleston Corp. (WCIV(TV)), and WCSC Inc. (WCSC-TV) to move trans. sites of respective stations from four separate locations to 2,000-foot tower approximately 20 north-east of city. Action Feb. 11.

■ WBTW(TV) Florence, S.C.—FCC denied petition filed by Daily Telegraph Printing Co. asking reconsideration of order designating for hearing licensee's application to upgrade facilities and provide Fayetteville, N.C., with grade A signal (Doc. 18650). Daily Telegraph's petition was opposed by Triangle Telecasters Inc., licensee of UHF WRDU(TV) Durham, N.C., and by Broadcast Bureau. Action Feb. 11.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV(TV)] and Ultra-Casting Inc.). TV proceeding. Postponed further hearing to March 17 (Docs. 18403 and 18448). Action Feb. 10.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)], et al.). TV proceeding, granted petition by KBLI Inc. for leave to amend application to extent that it pertains strictly to suburban issue; reopened record for limited purpose of considering KBLI's amendment; cancelled deadlines for submissions of proposed findings and replies; scheduled prehearing conference for purpose of setting hearing date and settling procedural matters for Feb. 13 (Docs. 18401-2). Action Feb. 9.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.). TV proceeding, granted motion by WPIX Inc. to compel answers to extent that Forum shall serve answers to Items 6, 13-16, 18, 25-36; ordered objections by Forum sustained to extent that Items 1-5, 7-12 and 17 need not be answered (Docs. 18711-2). Action Feb. 10.

Fine

■ KZTV-TV Corpus Christi, Tex.—FCC rescinded notice of apparent liability for \$1,000 forfeiture issued Feb. 26 to K-SIX Television Inc. Notice was issued for apparent violations of rules in that licensee commenced broadcasting with new main trans. prior to authorization. Action Feb. 11.

Designated for hearing

■ KFBC-TV Cheyenne, Wyo.—FCC designated for hearing application of Frontier Broadcasting Co. for renewal of license; granted petition for hearing filed by United States Department of Justice, named party to hearing proceeding; dismissed petition filed by Cheyenne Enterprises Inc. for denial of KFBC-TV renewal application. Action Feb. 11.

Call letter action

■ KXAB-TV, KSOO-TV Inc., Aberdeen, S.D. Granted KCOO-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WBRC-TV Birmingham, Ala. (Taft Broadcasting Co.). Contract dated Oct. 21, 1969, replaces one dated Aug. 9, 1967; effective

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Sept. 1, 1969, to Sept. 1, 1970. First call right. Programs delivered to main control board. Network rate, \$1,800; compensation paid at 30% prime time, multiplied by 166.67%.

■ WKRC-TV Cincinnati (Taft Broadcasting Co.). Amendment dated Oct. 21, 1969, replaces one dated Aug. 9, 1967; effective Sept. 1, 1969, to Sept. 1, 1970. First call right. Programs delivered to main control board. Network rate, \$1,900; compensation paid at 32% prime time.

■ WTVN-TV Columbus, Ohio (Taft Broadcasting Co.). Contract dated Oct. 21, 1969, replaces one dated Aug. 9, 1967; effective Sept. 1, 1969, to Sept. 1, 1970. First call right. Programs delivered to main control board. Network rate, \$1,300; compensation paid at 30% prime time.

■ WNEP-TV Scranton, Pa. (Taft Broadcasting Co.). Contract dated Oct. 21, 1969, replaces one dated June 30, 1967; effective Sept. 1, 1969, to Sept. 1, 1970. First call right. Programs delivered to main control board. Network rate, \$725; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KECC-TV El Centro, Calif. (Telebroadcasters of California Inc.). Contract dated Jan. 22, 1970; effective Feb. 1, 1970, to Jan. 31, 1972, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$110; compensation paid at 32% prime time. Deduction is equal to 60% of network rate.

■ WTIC-TV Hartford, Conn. (Broadcast Plaza Inc.). Amendment dated Dec. 30, 1969, amends current contract to reduce network rate to \$2,338 as of Feb. 1, 1970.

■ WDBO-TV Orlando, Fla. (Outlet Co.). Amendment dated Dec. 30, 1969, amends current contract (not yet filed) to reduce network rate to \$725.

■ KGLQ-TV Mason City, Iowa (Lee Enterprises Inc.). Amendment dated Dec. 30, 1969, amends contract dated Sept. 11, 1966; effective Sept. 11, 1966, to April 30, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$444; compensation paid at 32% prime time. Deduction is equal to 60% of network rate.

■ KTVO-TV Ottumwa, Iowa (KTVO Inc.). Contract dated Aug. 7, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$400; compensation paid at 30% prime time.

■ KLFY-TV Lafayette, La. (Texoma Broadcasters Inc.). Amendment dated Dec. 19, 1969, amends current contract to change network rate from \$500 to \$525 as of July 5, 1970.

■ WABI-TV Bangor, Me. (Community Telecasting Service). Amendment dated Jan. 28, 1970, amends current contract to increase network rate to \$387 as of Feb. 1, 1970.

■ WJIM-TV Lansing, Mich. (Cross Telecasting Inc.). Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to March 31, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$900; compensation paid at 32% prime time.

■ KEYC-TV Mankato, Minn. (Lee Enterprises Inc.). Amendment dated Dec. 30, 1969, amends contract dated Sept. 11, 1966; effective Sept. 11, 1966, to April 30, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$210; compensation paid at 32% prime time. Deduction is equal to 60% of network rate.

■ KHQA-TV Hannibal, Mo.-Quincy, Ill. (Lee Enterprises Inc.). Amendment dated Dec. 30, 1969, amends contract dated Sept. 11, 1966; effective Sept. 11, 1966, to Sept. 26, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$538; compensation paid at 32% prime time.

■ KTTS-TV Springfield, Mo. (Independent Broadcasting Co.). Amendment dated Dec. 30, 1969, amends contract dated Feb. 14, 1967; effective Feb. 14, 1967, to Feb. 28, 1967 (sic), and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$397; compensation paid at 32% prime time.

■ KWTW-TV Oklahoma City (Griffin Television Inc.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 11, 1966, to change network rate from \$1,100 to \$1,029 as of Feb. 1, 1970.

■ KTBC-TV Austin, Tex. (Texas Broadcasting Corp.). Amendment dated Dec. 30, 1969, amends contract dated Dec. 3, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter.

First call right. Programs delivered to station. Network rate, \$625; compensation paid at 32% prime time. Deduction is equal to 138% of network rate.

■ KBTX-TV Bryan, Tex. (Brazos Broadcasting Co.). Amendment dated Dec. 30, 1969, amends contract dated Oct. 16, 1967; effective Oct. 1, 1967, to March 31, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$130; compensation paid at 32% prime time. Deduction is equal to 60% of network rate.

■ KTWO-TV Casper, Wyo. (Harriscope Broadcasting Corp.). Amendment dated Jan. 28, 1970, amends current contract to increase network rate to \$387 as of Feb. 1, 1970.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WAPI-TV Birmingham, Ala. (Newhouse Broadcasting Corp.). Amendment dated Nov. 26, 1969, amends contract dated April 11, 1968, to change network rate for full-rate periods from \$1,500 to \$1,403 as of March 1, 1970.

■ WSAV-TV Savannah, Ga. (WSAV Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Feb. 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$500 for full-rate periods (\$468 as of March 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations

Starts authorized

■ WREM Jenkins, Ky.—Authorized program operation on 1000 kc, 1 kw-D. Action Jan. 30.

■ WADD Brockport, N.Y.—Authorized program operation on 1560 kc, 1 kw-DA-D. Action Feb. 10.

■ WCKL Catskill, N.Y.—Authorized program operation on 560 kc, 1 kw-DA-D. Action Feb. 2.

Final action

■ Dalsy, Tenn.—Robert Allen Mayer. Broadcast Bureau granted 1550 kc, 250 w, P.O. address: 952 Washington Building, Washington 20005. Estimated construction cost \$24,595; first-year operating cost \$30,000; revenue \$30,000. Principals: Robert Allen Mayer (100%). Mr. Mayer owns religious enterprise which leases and operates (radio station) PJD2 Saint Maarten, Netherlands Antilles; leases facilities of Radio Antilles, Montserrat, West Indies, and represents WQIZ(AM) St. George, S.C. Action Feb. 11.

Actions on motions

■ Hearing Examiner Frederick W. Dennison in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, by separate actions, granted in part motions by KGRT Las Cruces (Chaparral Broadcasting Services Inc.) and KOBE Las Cruces (Las Cruces Broadcasting Co.), and directed Marvin C. Hanz to produce, at outset of hearing Feb. 16, written answers to interrogatory of KGRT and documents sought by KOBE (action Feb. 9); granted petitions by applicant for leave to amend application; dismissed petition by Las Cruces Broadcasting Inc. for dismissal of proceeding (Doc. 18714). Actions Feb. 10.

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, et al.), AM proceeding, granted petition by Radio New Jersey for leave to amend application to show efforts made to meet suburban issue (Docs. 18251-3, 18256-7). Action Feb. 10.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, et al.), AM proceeding, granted petition by Broadcast Bureau, ordered record of proceeding reopened; scheduled further hearing conference for Feb. 11 (Docs. 17605-6, 18375). Action Feb. 9.

Other actions

■ Boynton Beach, Fla.—Review board denied competing applications of three firms—North American Broadcasting Inc., Radio Boynton Beach Inc. and Boynton Beach Community Services Inc.—for construction authority for AM in Boynton Beach (Docs. 18310-2). All three applicants asked for CP for new class II AM on 1510 kc, with 1 kw-D. Action Feb. 13.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted motion for leave to file additional pleading, motion to file supplement to opposition, filed respectively, Oct. 31, and Nov. 12, 1969, by Natick Broadcast Associates Inc.; motion to enlarge issues filed Sept. 8, 1969, by Home Service Broadcasting Corp. granted to extent indicated and denied in all other respects. Action Feb. 12.

■ Review board in Franklin, N. J., AM proceeding, Docs. 18251-18257, joint request for approval of agreement filed Nov. 17, 1969, by Mid-State Broadcasting Co., Somerset Valley Broadcasting Co., and Lake-River Broadcasting Corp., granted to extent indicated and held in abeyance in all other respects pending resolution of outstanding character qualifications issues against Radio New Jersey; application of Lake-River dismissed with prejudice; applications of Mid-State and Somerset Valley severed from proceeding and granted; applications of Louis Vander Plate and Radio New Jersey retained in hearing status. Action Feb. 12.

Designated for hearing

■ Elmhurst, Wheaton, Ill.—FCC reopened hearing on competing applications of DuPage County Broadcasting Inc. at Elmhurst and Central DuPage County Broadcasting Co. at Wheaton for construction authority for AM (Docs. 16965-6). Commission enlarged issues to determine whether DuPage is basically qualified to be licensee and remanded case to examiner. Action Feb. 11.

■ Hartsville, S. C.—FCC remanded request by Community Broadcasting Co., applicant for a new AM in Hartsville, to submit additional suburban issue evidence to hearing examiner; set aside ruling made by examiner denying request by Community to submit additional suburban evidence, and review board's action affirming examiner's decision. Action Feb. 11.

Call letter action

■ 1530 Radio, Chapel Hill, N.C. Granted WTNW.

Existing AM stations

Final actions

■ FCC informed four licensees that their 18-month reports on commercial aspects of operations indicated excess commercial content. In letters sent to New Laurel Radio Station Inc., WAML Laurel, Miss.; Coastal Plains Broadcasting Inc., WCPS-AM-FM Tarboro, N. C.; Chief, Broadcast Bureau, pointed out commercial content of programming exceeded 18-minute commercial time benchmark of NAB Radio Code and said while benchmark is not part of FCC regulations, commission does give great weight to such industry standards. WCPS-AM-FM license renewals are pending, while WAML's application for license renewal is forthcoming. Letters were also sent to Radio TV Enterprises Inc., KARR Great Falls, Mont., and Peoria Valley Broadcasting Inc., WXCL Peoria, Ill. Both stations had cut back on high level of commercial activity subsequent to sending in reports. Action Feb. 13.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WIII Homestead, Fla., to July 5; WPOK Pontiac, Ill., to June 1; WUNO Rio Piedras, P.R., to April 1. Actions Feb. 10.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KSCO Santa Cruz, Calif., to May 15; WGCH Greenwich, Conn., to June 1; WPLO Atlanta, Ga., to June 30; WSCV Peterborough, N. H., to June 20; WCOS Columbia, S. C., to April 18; WFIC Collinsville, Va., to June 30; WPMH Portsmouth, Va., to July 29. Action Feb. 9.

■ Broadcast Bureau granted CP's to replace expired permits for changes for following: KREL Corona, Calif., and KLAR Laredo, Tex. Action Feb. 9.

■ KUPD, Tempe, Ariz.—FCC denied application for review of review board decision denying Tri-State Broadcasting Inc., permission to increase power of KUPD from 500 w to 50 kw-D and 10 kw-N. In the initial hearing, Tri-State elected to pursue application as Tempe proposal rather than as Phoenix proposal even though most revenue

came from nearby Phoenix. Action Feb. 11.

- KVRC Arkadelphia, Ark.—Broadcast Bureau granted license covering permit for changes and installation of new trans. Action Feb. 13.
- KNX Los Angeles — Broadcast Bureau granted license covering installation of DA at night and granted license covering changes in auxiliary ant. Action Feb. 10.
- KVON Napa, Calif.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes. Action Feb. 13.
- KICM Golden, Colo.—FCC denied petition for reconsideration of action designating for hearing application by Voice of Reason Inc. for permanent authority to operate KICM. Action Feb. 11.
- WLIS Old Saybrook, Conn.—Broadcast Bureau granted renewal of license subject to condition that license and CP be consummated within 45 days of grant and that commission be notified one day thereafter. Action Feb. 9.
- WKEN Dover, Del.—Broadcast Bureau granted license covering installation of auxiliary trans. at new main trans. location. Action Feb. 13.
- WINQ Tampa, Fla.—FCC denied request by Rand Broadcasting of Tampa-St. Petersburg, Inc. for waiver of nighttime "white area" population requirements. WINQ's application to change operation on 1010 kc with 50 kw-D to 1010 kc, 10 kw-N, 50 kw-L, DA-2, U, was returned as unacceptable for filing. Action Feb. 11.
- WCGA Calhoun, Ga.—FCC granted motion for stay, filed by Gordon County Broadcasting Co., Feb. 10, of commission decision denying application for renewal of license. Action Feb. 11.
- KKON Kealahou, Hawaii—Broadcast Bureau granted license covering permit for new station. Action Feb. 13.
- WMEX Boston—Broadcast Bureau granted license covering permit for authorization of installation of auxiliary trans. at main trans. location; granted license covering increase in daytime power, change type trans. and DA system, specify type trans. and granted license covering use of former main trans. as auxiliary daytime trans. Action Feb. 13.
- WWTC Minneapolis — Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Feb. 13.
- KTMF New Prague, Minn.—Broadcast Bureau granted license covering permit for new station. Action Feb. 13.
- WRAN Dover, N. J.—Broadcast Bureau granted license covering use of main nighttime trans. as auxiliary daytime and main daytime trans. as auxiliary nighttime trans. Action Feb. 13.
- WWWC Wilkesboro, N. C.—Broadcast Bureau granted CP to install new alternate main trans.; condition. Action Feb. 9.
- KBIX Muskogee, Okla.—Broadcast Bureau granted license covering installation of former main trans. at new site for auxiliary purposes. Action Feb. 13.
- WHJB Greensburg, Pa.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Feb. 13.
- WRCP Philadelphia — Broadcast Bureau granted license covering changes. Action Feb. 6.
- WUNO Rio Piedras, P.R.—Broadcast Bureau granted license covering changes in studio and trans. location. Action Feb. 13.
- WIVV Vieques, P. R.—Broadcast Bureau granted CP to increase daytime power to 5 kw, and install new trans. Action Feb. 13.
- WDXB Chattanooga — Broadcast Bureau granted CP to change auxiliary ant.-trans. location to Hendricks St., extended; make changes in ant. and ground system. Action Feb. 13.
- KRME Hondo, Tex.—Broadcast Bureau granted CP to replace expired permit for changes. Action Feb. 9.
- KNAK Salt Lake City—Broadcast Bureau granted license covering use of main nighttime trans. as emergency auxiliary daytime trans. Action Feb. 13.
- KVEL Vernal, Utah—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Feb. 13.
- WKCY Harrisonburg, Va.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Feb. 13.
- *KWSU Pullman, Wash.—Broadcast Bureau granted license covering permit for

changes; specify type trans. Action Feb. 13.

- WMIL Milwaukee — Broadcast Bureau granted CP to change ant.-trans. and studio location to 400 W. Capitol Drive Glendale, Wis.; delete remote control; change ant. height to 400 ft.; condition. Action Feb. 13.
- KSGT Jackson, Wyo.—Broadcast Bureau granted license covering changes. Action Feb. 6.

Fines

- WAPE Jacksonville, Fla.—FCC notified Brennan Broadcasting Co. of apparent liability forfeiture of \$9,000 for failure to identify sponsors of paid announcements for dance promotions in station's logs and for violation of Title 18, United States Code, by broadcasting lottery information. Action Feb. 14.
- KOKE Austin, Tex.—FCC denied application by KOKE Inc. for remission of \$500 forfeiture. Forfeiture imposed on KOKE Inc. Dec. 18, 1968, for violation of rules in that KOKE operated with improperly licensed operator on duty. Action Feb. 11.

Call letter actions

- WOIB, Lester Broadcasting Corp., Saline, Mich. Granted WNRS.
- WMKT, South St. Paul Broadcasting Co., South St. Paul, Granted KDAN.

New FM stations

Applications

- Wailuku, Hawaii—Kirk Munroe. Seeks 95.1 mc, 97.76 kw. Ant. height above average terrain 286.3 ft. P.O. address 1333 El Vago Drive, La Canada, Calif. 91011. Estimated construction cost \$55,504; first-year operating cost \$35,000; revenue \$65,000. Principals: Kirk Munroe, sole owner. Mr. Munroe is vice president of radio station rep firm and is president of El Camino Broadcasting Corp., applicant for FM at San Clemente, Calif. Ann. Feb. 13.
- Mount Pleasant, Iowa—Pleasant Broadcasting Co. Seeks 105.5 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 67, Grinnell, Iowa 50112. Estimated construction cost \$30,522; first-year operating cost \$41,000; revenue \$50,000. Principals: Forrest J. Mitchell, president, et al. Principals own applicant for new AM at Mount Pleasant. Mr. Mitchell has interest in KGRN(AM) Grinnell, Iowa. Ann. Feb. 10.
- *Wesson, Miss.—Copiah-Lincoln Junior College. Seeks 91.1 mc, TPO 10 w. P. O. address Billy B. Thames, pres., Wesson 39191. Estimated construction cost and first-year operating cost are not indicated; revenue none. Principals: W. S. Henley, president, board of trustees, et al. Ann. Feb. 13.

Starts authorized

- WWAG(FM) Carrollton, Ala.—Authorized program operation on 94.1 mc. ERP 31 kw, ant. height above average terrain 360 ft. Action Feb. 5.
- KVFS(FM) Vacaville, Calif.—Authorized program operation on 95.3 mc. ERP 2.85 kw, ant. height above average terrain 220 ft. Action Feb. 2.
- WWL-FM New Orleans—Authorized program operation on 101.9 mc, ERP 95 kw, ant. height above average terrain 830 ft. Action Feb. 5.
- KKWB(FM) Breckenridge, Minn.—Authorized program operation on 104.9 mc, ERP 3 kw, ant. height above average terrain 155 ft. Action Feb. 10.
- *KRNU(FM) Lincoln, Neb. — Authorized program operation on 90.3 mc, TPO 10 w. Action Feb. 6.
- WPRP-FM Ponce, P. R.—Authorized program operation on 105.1 mc. ERP 9 kw, ant. height above average terrain 160 ft. Action Feb. 2.

Final action

- *New Orleans — Board of Supervisors of Louisiana State University and Agricultural and Mechanical College. Broadcast Bureau granted 89.9 mc, TPO 10 w. P.O. address Lakefront, New Orleans, 70122. Estimated construction cost \$9,405; first-year operating cost \$7,010; revenue none. Principals: John A. Hunter, president of LSU system, et al. Action Feb. 10.

Actions on motions

- Hearing Examiner Frederick W. Dennis in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, set certain procedural dates

and scheduled further hearing for March 12 (Docs. 18664 and 18666). Action Feb. 11.

- Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, granted petition by Christian Broadcasting Association Inc. for leave to amend application to reflect more specific data with respect to suburban issue (Docs. 18439-40). Action Feb. 11.

- Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by Three States Broadcasting Inc. and extended to Feb. 24 time to file proposed findings of fact and to March 16 time to file reply findings (Docs. 18456-7). Action Feb. 10.

- Chief Hearing Examiner Arthur A. Gladstone in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio, Delaware-Marysville Broadcasting Service Inc.), FM proceeding, postponed further hearing conference until Feb. 17 (Docs. 18308-9). Action Feb. 9.

- Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.). FM proceeding, granted motion by Jaco Inc. and extended to Feb. 24 time to file proposed findings and conclusions and to March 6 time to file reply findings (Docs. 18515-6). Action Feb. 5.

- Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, granted petition by Norman A. Thomas and postponed findings until examiner has acted upon pending petition for leave to amend application (Doc. 18547-8). Action Feb. 5.

Other actions

- Macon, Ga. —FCC denied application by Middle Georgia Broadcasting Co. for review of review board's decision denying CP for new Class C FM, Middle Georgia operates daytime WCRY Macon. Action Feb. 11.
- Review board in Waukegan, Ill., FM proceeding, Docs. 13292, 13940 and 17242, granted petition for extension of time, filed Feb. 10 by News-Sun Broadcasting Co. Action Feb. 12.

Rulemaking petitions

- WPRS-FM Paris, Ill.—Requests amendment of rules to replace ch. 252 with ch. 253 in Paris, Illinois, and that when proposed ch. 253 is assigned to Paris that ch. 252 be deleted from Paris. Ann. Feb. 13.
- James R. Ravencraft, Hamilton, N. Y.—Requests rulemaking to assign ch. 254 B to Hamilton. Ann. Feb. 13.

Designated for hearing

- Washington—FCC set evidential phase of hearing on mutually exclusive applications for CP's for new *FM by Pacifica Foundation and National Educational Foundation Inc. for April 21 in Washington; ordered exchange of written exhibits including stipulations be made on or before April and notification of witnesses available for cross examination or other purposes be made on or before April 17. Action Jan. 28.

Call letter applications

- Peoria Community Broadcasters, Peoria, Ill. Requests WWTO(FM).
- True Radio Broadcasting, Southampton, N. Y. Requests WBFI(FM).

Existing FM stations

Final actions

- KOTN-FM Pine Bluff, Ark. — Broadcast Bureau granted license covering changes; ERP 16 kw; ant. height 125 ft.; condition. Action Feb. 12.
- KFOX-FM Los Angeles—Broadcast Bureau granted CP's to make changes in transmitting equipment of main and alternate main trans. Action Feb. 10.
- *WETA-FM Washington—Broadcast Bureau granted mod. of CP to change studio and remote control location to 5217-19th Rd. N., Arlington, Va.; change type trans. and ant.; make changes in ant. system; ERP 75 kw hor.; 45 kw vert. Action Feb. 6.
- WIAI(FM) Danville, Ill.—Broadcast Bureau granted mod. of CP to change type

(Continued on page 91)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—\$2.00 minimum.
Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.
Display ads \$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. Agency commission only on display space.
All other classifications 35¢ per word—\$4.00 minimum.
No charge for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Mid-west 100,000 market radio station needs strong general manager. Must be salesman, administrator, FCC expert, good background. \$25,000 to start and many other incentives. Write Box B-209, BROADCASTING.

Manager with top sales record, can buy in or profit share. Profitable N.J. FMer. Metro market. Box B-250, BROADCASTING.

New Virginia station located most beautiful part of state needs staff in April or March. Write Box B-301, BROADCASTING.

Man to replace assistant manager. Need all around broadcaster, who can move into this position. Emphasis on local news. Small, south Texas market. Box B-306, BROADCASTING.

Sales

St. Louis, Missouri, top rated station adding 3rd salesman to our team. Present accounts should give you a 1st year salary of over \$15,000.00. Station offers exceptional compensation, plus company benefits. Can lead to sales manager within 4 months. Send billing figures, references, and personal goals to Box B-207, BROADCASTING.

Wanted: Young, experienced sales pro (self-starter) for top rated station in medium midwest market. Prefer man with good track record. Salary and commissions, plus insurance and medical plan. Send resume and photo in first letter. All replies confidential. Box B-211, BROADCASTING.

Madison, Wis.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up, strong on creativity. Six station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis. A Mid-West Family station.

WJJD, Chicago's only 50KW country & western station has immediate openings for skilled, experienced local retail radio salesmen. If you're the top biller in Peoria, Gary, Aurora, Waukegan, Evanston or other near midwest area here's your chance to break into major-market radio. Unlimited potential plus solid fringe benefits. Call Dick Eichner today at 312-782-5466.

Announcers

Talk Man—Mid-Atlantic major market all-talk station has opening for a controversial, dynamic talker! Top potential. Send resume and air check to Box A-236, BROADCASTING.

Heavy station in Seattle looking for a giant-of-a-morning man. If you have the pace, production and ability to entertain, send tape and resume to Box B-3, BROADCASTING.

First phone morning man for medium market MOR station in Virginia. Position now open. Send tape and resume to: Box B-141, BROADCASTING, or phone 703-368-3108

Top pay offered for bright, experienced announcer by established full-time kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from metropolitan pressures yet near big city. Best working conditions, sparkling up-beat MOR programming, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume and photo to Box B-146, BROADCASTING.

Announcer or announcer-salesman who is versatile and competent for an Illinois station. Opportunity to develop potential and income. Box B-182, BROADCASTING.

Showmanship—prime requirement for our announcers. Suburban Cleveland MOR seeking a creative, production-oriented entertainer. To \$9,600 for the right man. Tape, photo, resume to: Box B-191, BROADCASTING.

Announcers continued

Top ten major market station looking for creative production man, to take charge of great production studio, and also fill a week-end air shift. Exceptional compensation, great opportunity for corporate advancement. Send production samples and resume. Box B-206, BROADCASTING.

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221, BROADCASTING.

Salesman-announcer—do short air trick. Sell most of day. Salary and commission. Fulltime. One station market. New Jersey. Box B-234, BROADCASTING.

One of New Jersey's most progressive MOR personality stations is always looking for quality in experienced personnel. Interested? Enjoy the shore? Contact us. Box B-242, BROADCASTING.

Major Southern California market near ocean looking for bright adult first phone morning man for tightly formatted up MOR format, restricted talk emphasis on production and news. Top money to quality professional broadcaster. Send tape and resume. Box B-258, BROADCASTING.

First class, experienced, MOR, country, or chicken rock. For metropolitan market. Box B-263, BROADCASTING.

Top ten market FM going contemporary. Looking for strong young-adult personality with complete knowledge of today's sound. Send resume and tape. Salary in five figures. Box B-268, BROADCASTING.

Announcer-Salesman. Experienced. Must be good at both, for very good Carolina small market radio station. Guaranteed minimum salary-commission, \$150 weekly plus fringe benefits. Tell us all in confidence. Send tape, photo, we'll return. Box B-284, BROADCASTING.

Very successful midwest MOR adult fulltimer in major market offers opportunity for bright music man with first phone. Sports experience helpful, but not essential. \$150 per week minimum to start. Many fringe benefits. Send audition tape and resume to Box B-318, BROADCASTING.

I'm looking for a young fresh creative talent, that can be displayed concisely in an up tempo MOR format. In return I offer you excellent salary and sunshine. Box B-321, BROADCASTING.

Opportunity for creative housewife announcer who wants to do his own programing. Salary open. Western Penna., non metropolitan area. Send tape and resume to Box B-326, BROADCASTING.

Announcer. 1-3 years experience. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wis.

Number 1 rated WEBC in Duluth, Minnesota, needs 1st phone announcer to talk to teens and college students 6-12 midnight. Should have three years experience. Looking for top man to grow with group of 18 radio and TV stations. Call or send resume today to Roger Turner.

Want news? Position open for morning man-newsman at station with strong local news philosophy. First ticket required. Contact Ron Clark, or Bob Hartle, WKLT, 219-356-1640.

March 1st opening for a mature, stable, versatile announcer for contemporary-MOR station in a progressive community. Good pay and fringe benefits. Send complete resume to Ken Charles, WMRN, Marion, Ohio 43302

Western Penna. Fulltime FM stereo announcer with third class endorsed license. Experience preferred. WNUF-FM, 404 North Avenue, Millvale, Pa. 15209.

Florida coastal R&B Negro programed station has opening for announcer age 24-35 with ambition to sell and learn management. Announcing 6-9 A.M.; sales 9-5 P.M. Will train in sales. Does not need 3rd class license. New car will be provided. \$100.00 per week guarantee and profit-ble commission plan. Will receive some house accounts. Call or send tape and experience to: Hudson Millar, WOVV, Fort Pierce, Florida. (375-464-1400).

Announcers continued

1st phone for C & W FMer in N.J. Some sacred—201-827-6500.

Announcer-newsman wanted—young man to train as local newsman, must be able to type well and have an interest in gathering news. Work for a young growing chain of stations. In good recreational area, good pay and chance for advancement. Would prefer someone from the south. But will consider all qualified applicants, call Dick Jones, 919-537-4184. No collect calls.

Immediate opening for a top-flight announcer in a bright, MOR format, 5,000 watt, 24-hour station in central Virginia. First ticket preferred, but not required. Excellent working conditions. Top salary to the right man. Contact Pete Jason, Evans Communications Systems, Inc., Box 631, Charlottesville, Va. 22902. 703-295-5121.

Technical

Immediate opening for full and part-time board operators. 3rd license required. Chicago station, Box M-261, BROADCASTING.

Chief Engineer, AM-FM, metropolitan market—Texas. Strong educational background and exceptional experience with FM stereo and AM directionals. E.E. degree desirable, but not mandatory. Salary dependent on applicant. State present and past salaries and give full educational and experience background. Box B-111, BROADCASTING.

Opening for responsible young man to share chief engineer duties at complex AM-FM Stereo operation. ASEE or equivalent experience desired. Send resume to Box B-72, BROADCASTING.

Immediate opening for 1st ticket Chief Engineer at KCSR Radio, Chadron, Nebraska. Limited air work, maintenance all phases a must. Group insurance, profit sharing. Good salary. Multi group station. Call Jack Miller collect at 308-432-3610.

Immediate opening for 1st phone engineer for AM and FM operation. No announcing. Maintenance and construction work only. Send resume to Clifford Hahn, WCLO, 1 South Parker Drive, Janesville, Wisconsin 53545.

Wanted—Chief engineer for midwest, non-directional, AM-FM, board shift makes you worth more. Immediate opening. Phone 308-237-7235.

Openings—Kentucky and Indiana—Engineer—Announcers—emphasis engineering. Group. Good pay—working conditions. Bob Doll, Radio Building, Frankfort, Kentucky—(502) 223-8281.

NEWS

Experienced news and air-man needed. Night music is Broadway and show type. Send tape and resume to WALE, P.O. Box 208, Fall River, Mass. 02722.

Newsman/reporter with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo all information 1st letter. Fred Bradshaw, News Director, WDBO Radio News, Orlando, Florida

Southwestern Michigan's sandy beaches and snowy hills are waiting for the right man to join our five-man news operation. He should have some experience in news gathering, writing, and delivery. Some sports know-how also desirable. Salary open. Send tape, resume, and picture to: News Director, WHFB, P.O. Box 628, Benton Harbor, Michigan 49022. An equal opportunity employer.

Want news? Position open for morning man-newsman at station with strong local news philosophy. First ticket required. Contact Ron Clark, or Bob Hartle, WKLT, 219-356-1640.

Wanted immediately an experienced newsman who lives local news. Air performance, writing and outsideability all equally important. We offer a five figure salary and a chance to grow with one of the sharpest news operations in the N.E. Send air check, writing samples, resume with references, and a recent photo to: Paul Lockwood, News Director, WPOP Radio, Hartford, Connecticut.

NEWS

continued

News and sports director for AM and FM operation. Must be an experienced, dedicated newsmen and play by play sports caster. This is a golden opportunity for the man that can qualify. Salary and extras depend on your ability. Call Bill Lipman, Area Code 414-657-6162, Kenosha, Wisconsin.

Programing, Production, Others

Program Director needed who can lead good announcing staff and be a member of an experienced management team. Must be long on production and music selection for a contemporary MOR AM sound, good listening FM. Prefer married man who will maintain good relations with one of Indiana's most progressive small-market communities. We've been here a long time and are highly thought of statewide. Join our staff if you're ready for real responsibility at commensurate salary. Send tape and resume immediately to Jim Kauper, WCSI-AM/FM, 501 1/2 Washington Street, Columbus, Indiana 47201.

Cleveland's rich lakeshore suburbs looking for production-minded entertainer. Must sound major market. \$7,200-8,500 for starters. First preferred. Mike Linder, WPVL, 713 Fobes, Painesville, Ohio 44077.

Situations Wanted Management

Management of small-medium market stable operation, southeast. Experienced in management, strong on sales, programing. Family man. 12 minimum plus. Good references. Box B-201, BROADCASTING.

General Manager-radio. Seeking challenge in Northwest area of United States. Currently successfully employed with high earnings. Totally qualified with background in single to multiple station markets with high competitive TV & print. Financially sound, mature, reliable, member of Pioneers. Married. Personal visit your town or mine. Resume to qualified respondent. Reply to Box B-262, BROADCASTING.

NYC FM salesman, retail and national, with promotion, music, programing, production and broadcast research background want management level position with station or group. Young, single, vet. Will relocate and/or travel. Box B-264, BROADCASTING.

18 years experience as announcer, PD, sales manager, general manager. Medium market. Experienced. Under 40. Presently in Florida. Available immediately Box B-277, BROADCASTING.

Son of radio industry pioneer. Know all phases. Outstanding sales and finance. Family, 33, degree. Seeking management challenge with eye toward profits and growth. Box B-289, BROADCASTING.

Experienced radio manager. 12 years with same station in competitive medium market. Proven record in management, sales management, sales, programing, FCC procedure. Desire position with station in medium or major size market offering above average earnings and advancement. Box B-300, BROADCASTING.

Denver based broadcaster. 12-years experience successful major market programing to small market sales management. 1st phone. knowledgeable FCC rules. Blue chip references. Prefer small western market to grow with. Box B-328, BROADCASTING.

Sales

Midwestern medium market salesman wants chance to become sales manager. Personal billing over \$100,000. Very interested in challenge of building super sales staff, with chance of advancement. Box B-286, BROADCASTING.

College grad, broadcast degree, third phone endorsed, looking for a start in sales. Desire north-west or west coast location. Box B-288, BROADCASTING.

Experienced salesman in South west coastal area of Florida seeks new horizons. Strong on promotion—versed in AM/FM etc. will re-locate for position with opportunity and challenge. Big or small market—large or small station. Box B-323, BROADCASTING.

Broadcast executive (30), eleven years experience with college degree wants sales/management position with opportunity for advancement. Presently employed by outstanding radio station, but limited potential. Box B-330, BROADCASTING.

Experienced in TV production, would like work in sales. Prefer East Coast, resume available upon request. Lee Walker, 2821 Bayview Blvd., Portsmouth, Virginia 23707.

Announcers

Got a graveyard? That needs filling? Been out of mine for a year. Looking for a new one to slide into. Influenced by Boston's Dick Summer, Toronto's Dave Pritchard, and Chicago's Sid McCoy. First phone and 27 Box A-139, BROADCASTING.

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

Negro DJ, announcer and newscaster. Aggressive, creative, tight board, third endorsed. Family man. Will relocate. Box B-168, BROADCASTING.

Experienced announcer, 1st phone. RGB is my format. Will sell. Box B-187, BROADCASTING.

Communication arts graduate in broadcasting. 1st phone license—five years experience. Seeking staff announcer position in radio. Box B-192, BROADCASTING.

Professionally trained broadcaster. Third endorsed. Prefer sports. Will relocate. Box B-193, BROADCASTING.

Hard working combo man seeks a change. Six years experience in Ann/Eng and production. Prefer country, or MOR and mountainous states. Tape and resume upon request. Box B-229, BROADCASTING.

Great production, copy. Voices and ad libs galore. Bright and lively MOR, personality, Drake. Take your pick. I'll deliver. First, (no maintenance), 26, B.A., 4 years exp., single, eager to relocate. Box B-249, BROADCASTING.

Ann/Prod. man, 24, married, seeks position with up tempo MOR station in medium market. 2 years college, 4 years experience, 3rd, \$140 minimum. Box B-252, BROADCASTING.

Announcer, DJ, young, witty, 3 years experience, 3rd endorsed, tight board, broadcast school grad now in college. Philly area, evenings and weekends Box B-253, BROADCASTING.

Disc Jockey, experienced newsmen, authoritative salesman, aggressive, third endorsed, creative, versatile, tight board. Box B-254, BROADCASTING.

Staff announcer currently employed at 5,000 watt MOR station desires relocation in Pennsylvania or Delaware. Married, draft exempt. Box B-257, BROADCASTING.

DJ, Announcer, 3rd phone endorsed. Beginner, tight board. Willing to sell own show. Some experience in T.V. & Sales. Box B-259, BROADCASTING.

Country DJ with 1st ticket. Strong on news. Married. Experienced. Would like to relocate in California. Box B-260, BROADCASTING.

Californian ready to quit smog. DJ, News. First phone, BA, 27 & married. College radio, Pio/Afn experience. Mature voice. Box B-266, BROADCASTING.

Number one FM drive personality, tight production, tight board, many dialects. Management background. Moving up. MOR format with up-tempo a must. AM or FM. Only personality station in top 50 markets, need answer. Box B-269, BROADCASTING.

Beginner/3rd endorsed, wants first break in any radio station, relocate. Owns car, single, six months training. Box B-272, BROADCASTING.

Young married man who is currently working in major market, is seeking employment as a host of a record show. 3rd endorsed. Can also do news. Wish to relocate for an organization in the mid-west or south if the right position is open. Box B-273, BROADCASTING.

Honors college graduate, 6 years experience, reliable, MOR, answers all. Box B-275, BROADCASTING.

Here are the facts. I make major market salary in a rather small market only because I'm good at what I do. If the thought of paying a 21 year old jock a minimum of \$200.00 to start doesn't scare you, you could be the smartest guy in town! I'm so human I even make mistakes. All markets considered. Box B-278, BROADCASTING.

Attention New York stations: Available for employment with your company. Interested modern contemporary format with company not afraid to take chances. First phone, currently employed, reason, prefer New York area to Virginia. Reply Box B-279, BROADCASTING.

Plains or Southwest. Sixteen years, solid references. Veteran with college. Finest background. Knows, news/music. Presently large eastern market. Want change. Salary open. Box B-280, BROADCASTING.

Announcers continued

1st phone, 3 yrs college, and 2 years experience. Medium to major market. Ready in May. Box B-282, BROADCASTING.

Ambitious young man with excellent qualifications seeking permanent position; desires northeast area. Box B-287, BROADCASTING.

Top 40 DJ, 5 years radio-TV experience, would make excellent P.D., immediately. Box B-291, BROADCASTING.

MOR night man, want small, quiet town near good library. 25, college, draft exempt, third phone, Box B-292, BROADCASTING.

Pulse rated #1 personality in regional market. Music/production know-how. Now in north east. Desires major/medium top 40. Will relocate. Box B-297, BROADCASTING.

All the tools and desire for a real comer. College Grad. Radio/TV major, Broadcasting School Grad, 3rd class, four years experience on college radio/TV stations. Seeking jock work that offers room for personality, or promising in depth news work. Locate anywhere for right opportunity. Box B-298, BROADCASTING.

East Coast/Calif. Announcer/Newsman. MOR/Country. Permanent. Light experience. Tight board. Box B-302, BROADCASTING.

Announcer, first phone, some top 40 experience; Northeast preferred. Box B-303, BROADCASTING.

6 years AM & FM broadcasting, 1 year TV, looking for position with good MOR FM or AM station. Positively not a drifter. Three years at present position. 29, single. References, resumes, tape available. Box B-304, BROADCASTING.

Professional in major eastern market looking westward. Colo. to Calif. Excellent voice and unique style. Versatile imaginative MOR to "progressive rock", something beyond teeny-bopper Top 40 or sterile MOR. Interested only in major market. Box B-305, BROADCASTING.

Professionally trained broadcaster. First phone, draft exempt, married, will relocate. Box B-312, BROADCASTING.

D.J., news, three years experience, third, some college. Box B-315, BROADCASTING.

Announcer/newsman with 6 years experience in medium, multi-station market seeks position with a solid top 40 or contemporary MOR operation. 3rd (working on first), married, draft exempt, 24, sharp production. Box B-316, BROADCASTING.

Sportscaster experienced in baseball, basketball & football play-by-play. \$15,000. Box B-319, BROADCASTING.

Creative top-forty jock married, very stable with nine years experience and first phone willing to relocate for night shifts only, 6-12 or all-night. Call for tape and resume before one at 617-666-0609 or write Box B-331, BROADCASTING.

Mature, capable MOR DJ-news-commercial announcer available. Strong sales background. Jim Roan, 55 Polk Street, San Francisco, 94102, 415-864-1884.

Friendly and humorous beginner. Good voice and delivery. Broadcast school graduate. Military completed. 3rd phone. Married. Hard worker. Will consider working anywhere. Call John at (213) 634-2621.

Dick LaDonna—top 40 shark. Maximum music. Creative programing. 205-845-4158. Republic.

Announcer-Newscaster seeking experience. College grad in speech, Broadcast school grad, third endorsed, prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Illinois 60044.

Gung Ho! Desire to return to radio after two years in Marines. Rated number one in each time slot worked. 23, aggressive. No drifter. Great references. Every offer considered. Neal Cappel, Box 248, Wittenberg, Wisconsin 54499.

Number 1 drive time MOR personality in top 20 market. Available now. Call 513-825-5472.

Weekend personality. Tried full-time but small time wages forced me out. Time slot, pay, no object. N.E. only. Love radio, want back in. Original ideas. Bob Campbell, 617-935-3099.

Versatile personality for news or DJ. Have special knowledge of jazz and college education that includes masters degree. Third phone endorsed, will have first within month. Prefer Baltimore-Washington area but will seriously consider any area offering experience. (301) 338-0462, 327 E. University Parkway, Baltimore, Maryland 21218.

Announcers continued

Need a good experienced, dependable anchor man that can work with a minimum of supervision, present entertaining programs for any age group and assume responsibility? I'm older 40's, reputable, family, 1st phone. Mr. Smith, message phone. 813-755-6523.

First phone, college grad, one year experience, pleasant voice, tight board, multi-lingual. Not just time and temp. Seek permanency in medium market. MOR. Not south or midwest. Rene Canonica, 2749 Steiner, San Francisco 94123, 415-931-1811.

1st phone DJ seeks top 40 rocker in Texas or Louisiana. 6 months experience. Jay Bird, P.O. Box 47852, Doraville, Ga. 404-448-2693.

Femme announcer: well qualified disc jockey; news; traffic; billing; management; experienced. Dependents. Write: Pupil, Cross St. Box 57, Palestine, Ohio 45352.

First phone jock, dynamic, tight, prefer Top 40, R&B, extensive and diversified radio experience, some T.V. and sales, strong copy, production, and news, young, married, child, want challenging position to settle, will relocate anywhere for right position. Greg, 823 Cypress, Ukiah, California, (707) 462-7104.

First phone, 1 1/2 years experience. Prefer announcing and production. Small to medium market. Married. Desire permanency in good community. Available now. Chuck Sonitz, 271 Del Mar, Chula Vista, Calif. 92010.

Technical

Audio recording engineer. 1st phone. Black 32 and proud! I'm also dependable, responsible, married and will relocate. A recording perfectionist and grandmaster at creative editing. Working with tape comes natural to me. Natural talent developed in broadcast schools. Desire work with recording studio, radio, TV. Worth my weight in gold \$180. Presently standing still by transmitter watch. Box B-121, BROADCASTING.

Desire to affiliate with a stable organization and assume responsibility for technical operation. 35 years in broadcast engineering. FM-AM-directionals and manufacturing. Box B-176, BROADCASTING.

First phone, tech graduate, looking for position in conservative minded Christian community, in the West, experience AM-FM-TV, video tape, will move at own expense. Box B-276, BROADCASTING

Chief engineer, thoroughly experienced, maintenance, AM and FM. Calibration lab and extensive two way experience. Box B-307, BROADCASTING.

Chief for 20 years, desires permanent location. Prefer Southeast. Two and one half years toward B.S.E.E. Age 53, family man, sober, dependable, knowledgeable. G. K. Fulk, 101 Thomas, Staunton, Va. 24401. 703-886-4079.

NEWS

Newscaster-sportscaster. 30, experienced, not afraid of work. Reads well, good copywriter. Box B-220, BROADCASTING.

Experienced newsman, B.S. communications, seeks position, major market north or southwest. No suburbs. Box B-281, BROADCASTING.

News Director #1 rated major market station seeks similar position with station dedicated to news and community involvement. Will provide 14 years broadcasting experience and loyalty in exchange for a position of authority with conscientious organization providing security and good pay. Founder/director of 20 station news network, recently re-elected President of State News Association; winner 1968 AP national citation and 10 statewide news coverage awards. Married, two children. Phone 816-942-5286.

Programing, Production, Others

Radio-television writer-producer seeks documentary field reporting work. Intensive media writing background varying from news to fiction. M.A. degree. Five years experience. Box B-183, BROADCASTING.

Major markets. National P.D. desires one major station. Box B-248, BROADCASTING.

Operations Manager for FM stereo. Three years FM stereo experience in top 10 markets. MOR/Adult. Ten years radio: operations, programing, production. Box B-267, BROADCASTING

Top 10 market, issue oriented producer, strong in public affairs, desires permanent position in your community and organization as public affairs director or related position. Box B-295, BROADCASTING.

Programing, Production, Others

continued

Eastern full-charge P.D. desires return to native midlands. Twenty years experience encompasses major college basketball, football, AAA baseball, talk moderator. Box B-296, BROADCASTING.

I am PD top 40 in over half million market. We are #1. Looking for move up, Top 40 or MOR. Ex Storz, Box B-311, BROADCASTING.

Versatile prospect—radio announcer background, 4 years telephone show moderator, interviewer, 50 kw; 3 years broadcast sales. Some TV staff, seeking re-entry radio and/or TV after short absence in another field. Highest talent: air-personality. Open to challenging or unique situation anywhere. Single. (318) 422-1183 or Box B-320, BROADCASTING.

Play-by-play, football, basketball, hockey, auto racing. Write and deliver my own commentary. College, pro experience. Now top sportsman in market, looking for bigger challenge with extensive play-by-play schedule. Stable, married, veteran. Box B-322, BROADCASTING.

Executive 20 years all categories. Family man seeks position permanently. Will travel for personal interview immediately. Available immediately. Write Ed Davis, P.O. Box 931, Lexington, Kentucky 40501.

Television

Help Wanted

Management

Manager needed for Pennsylvania U.H.F. operation. Sales ability a must. Send complete resume including salary requirements. Box B-177, BROADCASTING.

Top flight manager for well equipped VHF station in medium sized eastern 3-station market. A fine opportunity for successful, creative, sales oriented manager experienced in all administrative phases of TV operation. Ideal family living area. Salary \$18,000 plus. Splendid growth potential. Reply in confidence. Must have excellent references for future check with your O.K. Box B-293, BROADCASTING.

Television Help Wanted

Sales

Nationally known organization, first in its field, has sales job open covering southwest and southern TV and radio stations. If you have managerial contacts with stations in these sections, all the better. Good salary and commission. All benefits such as pension, Blue Cross, insurance. Send background including references and picture. Box B-334, BROADCASTING.

Unique sales opportunity with growth UHF station. The right person will receive above average compensation in this 43rd largest market, Springfield/Dayton. This is an exciting opportunity to work among UHF professionals. Must be willing to work hard, but the money is here and you'll be treated fairly. Contact: Mr. Ray Conder, General Sales Manager, WSWO-TV, P.O. Box 1366, Springfield, Ohio 45501.

Announcers

Announcer wanted for AM-FM-TV operation in midwest, a leading group owned-NBC affiliate. Applicant must be young, eager, personable and able to work both radio & TV. 2 years min. experience. Send resume, audio or video tape and recent picture. Box B-285, BROADCASTING.

Large southeastern market seeks professional TV weather/commercial announcer. Documentary experience (writing, research) given additional consideration. Box B-329, BROADCASTING.

Technical

Technician—experienced operation and maintenance Norelco color studio equipment and Ampex tape recorders. Opportunity for right person to get in on the ground floor with year old New York company. Looking for executive ability. Box B-197, BROADCASTING.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, annual increases, paid holidays, vacation and other benefits. Send brief resume outlining experience and past earnings history along with present salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, N.M. 87106.

Technical continued

St. Louis station seeks a capable TV engineer with a solid technical background and a strong bent for production work. Earn top dollar without fighting the big city problems of the coast. Contact Chief Engineer, KPLR-TV, St. Louis 63108.

Television technician, first class radio, telephone license. Experienced studio operations. TR-70, TR-27 and TR-42 or equivalent. Salary commensurate with experience. Apply G. S. Driscoll, Engineering Manager, WOKR, 17 Clinton Avenue South, Rochester, N.Y. 716-546-4262.

Florida all color VHF needs operating engineer who can do light maintenance. Experience required. Call chief engineer, 305-965-5500.

NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-288, BROADCASTING.

Newsman with a future: If you would like to move into color TV news, here's your chance. We are looking for a man who wants to grow with a network TV station in north central midwest. We are seventeen years old. Now going to a new tower, new power, to cover a rich new area. Send picture, history, tape and salary. Box B-212, BROADCASTING.

Programing, Production, Others

Midwest TV station seeking director. Should have experience directing commercials and live shows of various types and news. Send resume and salary desired to Box B-215, BROADCASTING.

Major eastern PTV station needs director to direct/switch ITV programs. Successful ITV or equivalent experience necessary. Educational background helpful. Must have sample tape, July 1. Salary 12,000+. Box B-325, BROADCASTING.

Program Director—Florida VHF ABC network affiliate seeks man who can head large department and makes things hum with creativity and efficiency. If you are the pro we're seeking, contact me for interview at NATPE, Miami Beach, Feb. 24-25 or write me at station with full information if you're not attending NATPE. Walter M Windsor, Gen. Mgr., WFTV, Orlando.

Studio crewman (cameraman, floorman, break-director) for ETV station. \$7000 to \$7800 depending on experience. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Situations Wanted Management

Program-operations manager. Presently at a leading group station. Proven background all areas. Strong local programing. Excellent references. Box B-203, BROADCASTING.

Station manager—small or medium market. I can do the job you want. Let me tell you about it. Box B-317, BROADCASTING.

Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality. Box A-209, BROADCASTING.

Sports reporter in medium midwest market, highly versatile in all phases of broadcasting and superb writing talent, desires sports director's position. Relocation no obstacle. Videotape and copy samples available. \$150/week. Box B-265, BROADCASTING.

Versatile prospect—radio announcer background, 4 years telephone show moderator, interviewer 50 kw; 3 years broadcast sales. Some TV staff. Seeking re-entry radio and/or TV after short absence in another field. Highest talent: Air personality. Open to challenging or unique situation anywhere. Single. 318-422-1183 or Box B-337, BROADCASTING.

Technical

First class engineer, AM-FM-TV, transmitter watch. Box B-299, BROADCASTING.

Available immediately, age 49, 5 years TV, 7 years radio, 1st radiotelephone. George Davenport, Conde, South Dakota. Telephone 382-3183.

News

Award-winning television news producer-editor in number one station in top five market desires news directorship. Currently responsible for two hours of daily news programing. "I'll make your news number one—or keep it that way by even larger numbers." Write Box B-255, BROADCASTING.

News

continued

R-TV news, sports director. Versatile broadcast journalist on-off mike. Go getter. 6 years experience, medium market. 26, single, college graduate. Box B-290, BROADCASTING.

Washington, D.C. Television hostess. 25, seeks position as reporter. Has radio, TV experience in reporting and anchor. Currently hostess of two television shows. Will relocate. Phone 202-628-0524 or write Box B-336, BROADCASTING.

A man with good ideas. Presently employed as Broadcast/Print journalist college news bureau also newsmen with local station. Desire position with advancement in television or radio news reporting. Experienced shooting, write or rewrite, editing. Work appeared on Alabama Television network and NBC/CBS affiliate stations. BA/MA Columbia grad. UCLA. Present salary: \$9,500.00. Available June 1. David Boston, Franklin Road Apt. 2D, Tuskegee Institute, Ala., (205) 727-4915.

Programing, Production, Others

Experienced filmmaker 16/35 mm. Lighting director. TV cameraman looking for job. Box B-200, BROADCASTING.

TV production: married, draft exempt. Have worked for major networks in New York City. Experience: camera, boom, projection, audio, film video, lighting. Box B-270, BROADCASTING.

Successful production manager (commercial) with educational television experience, seeks position with university/community station as manager. Offers administrative talent to organize, train, and coordinate dynamic operation. Excellent references. Box B-274, BROADCASTING.

Producer/director. 9 years experience. emphasis on news, commercials, remotes, creative, can do own switching, available immediately. Let's talk. Box B-308, BROADCASTING.

College grad. in r-tv. 23, draft deferred. experience in commercial radio, ETV, CATV, looking for TV production experience. Box B-313, BROADCASTING.

Production department manager wishing to relocate. Years experience and know-how. Box B-332, BROADCASTING.

Promotion supervisor at liberty after Feb. 28. Prefer southwest. Box B-333, BROADCASTING.

Executive 20 years all categories. Family man seeks position permanently. Will travel for personal interview immediately. Available immediately. Write Ed Davis, P.O. Box 981, Lexington, Kentucky 40501

Recent RCA Institute TV graduate seeks employment as studio technician. Anywhere U.S.A. Salary negotiable. Martin Soled, 2342 Matthews Ave., Bronx, N.Y. 10467.

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.

3-5 kw FM transmitter. STL units, stereo monitors, and related stereo equipment. J. Hatcher, 502-351-3121 or Woodlander, 219 Rose Hill, Versailles, Kentucky.

FOR SALE—Equipment

Coaxial-cable—Helix, 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.

RCA 5DX transmitter 990 KC. Tip top condition. Exceeds FCC standards. Can be seen in everyday operation. WEEB, Southern Pines, N.C. 919-692-7440.

300 foot Stainless C36 tower on ground, \$1,000.00 or best offer. Call M. J. Lamb, WIMA-TV, 419-225-3010.

After converted our production room to Stereo have a good Gates 52-CS Studioette—make offer—Frank Carman—KLUZ, Salt Lake City.

Raytheon RC-11 console. 9 inputs. Has had loving care. Still in use but we're going stereo. Make realistic offer. We will crate. Bill Bigley, KVMA, Magnolia, Arkansas 71753.

G.E. BT-11-B 10 watt FM transmitter. Tuned 89.3 MHz. \$700.00. Ampex 403C 7 1/2-15 ips FT. console and portable case, \$450.00. Both units in good condition. WHHS—215-Hilltop 6-3578

FOR SALE—Equipment

continued

For sale: Three 155' Windcharger Model 300 towers. Buyer assumes responsibility for dis-assembly and removal from site 3 miles west of Greenville, North Carolina. Contact Bill Covington, Chief Engineer, WNCT Radio, Greenville, N.C. 919-756-3186.

Immediately available used RCA TK-10, TK-30 and TK-31 monochrome cameras, TG-2 sync generators, TS-5A switcher and Mincom monochrome dropout compensators. For these and other bargains in used and surplus equipment, write, wire or phone: Ed Ries and Associates, 414 North Alfred Street, Los Angeles 90048, (213) 651-5090.

TK-41 color cameras, used in network studios at NBC, Burbank. \$12,500 each, includes turret lens, type 8673 Bi-alkali image ortho-cons and 100 ft of TW-82 camera cable. Contact: John Frisette, 213-945-7000.

We have for sale equipment from several bankrupt recording studios. Some new, some old—all low priced. Contact Bob or Shel, Northwestern Incorporated, 011 S.W. Hooker Street, Portland, Oregon 97201. (503) 224-3456.

For Sale: 2000 ft. 3/8 inch 51.50 hm Steatite line and hardware, one TF 6 AL antenna. Side band filter. Diplexer and two harmonic filters all tuned for Channel 6. Box B-271, BROADCASTING

For Sale: lighted sign truck double faced with traveling message. Built by Naxon Television on Ford-Econoline truck ideal for client promotions, excellent condition, \$4,000.00 firm Contact Frank Maruca, WKNR, (313) 846-8500.

For Sale: 2 RCA TK-41C Studio Color cameras. These cameras ser. #1078 & 1090 are in excellent condition having been manufactured in 1966 and are extensively up-dated with solid state power supplies, preamplifiers, and color bar generator. Accessories included are 50, 90, 135 mm lenses plus TV-83 single lense turret, 500 feet cable, 2 sets image orthicons and spare parts. Director of Engineering—H. Berger, P.O. Box 9, Toronto 375, Canada. 416-362-2811.

For Sale: 1 P-60 Magnacord with electronics, \$200.00, 1 PT-6J with electronics, \$125.00, both fair shape 1 AM Modulation Monitor MO-2635, \$195.00, good shape. F.O.B. Paris, Illinois. WPRS—217-465-0153.

Tower fabrication, erection and maintenance: used tower equipment. Coastal Tower & Welding, Inc. P.O. Box 954, Tallahassee, Florida. Phone 904-577-7456.

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 your "ticket!" Memorize, study—Commands "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Unemployed? Maybe it's because of your audition tape, and approach. Professional analysis of your tape, by a professional educator—plus the proven guide, "Get that Job". \$5.00. Box A-276, BROADCASTING.

Tape collectors having DJ broadcast tapes from the 50's and 60's write Box B-230, BROADCASTING

Want to hear from Air Check collectors having station tapes from the 50's and 60's. Box B-283, BROADCASTING.

MISCELLANEOUS

continued

Trying to contact Jerome "Buzz" Lawson, formerly with Rollins. Call collect, Wes Howard, 513-221-5100

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully CI 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.

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.

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.

First Class License in six weeks. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters. Elkins Radio License School of Atlanta offers nationally famous six week course for 1st class license. Fully approved for Veterans' Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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.

Prepare to earn more at Elkins. Enroll in the nation's most respected First Class FCC Licensing Course. Elkins Institute in San Antonio, 503 S. Main, San Antonio, Texas 78204.

Now Elkins Institute in Seattle. FCC First Class License Course in six weeks. Theory and lab training included. Elkins Institute, 404 Dexter, Seattle, Washington 98109.

Attention Mountain States. Now in Denver—Elkins FCC First Class License Course. Elkins Institute in Denver, 420 S. Broadway, Denver, Colorado 80209.

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 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)

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 March 16, April 20. 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 Sr., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

INSTRUCTIONS continued

No: Tuition, rent! Memorize, study—Command's "1970 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

American Institute of Radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

Now in Florida. Elkins famous six week training for FCC First Class License. Theory and lab training included. Elkins Institute in greater Miami area, formerly Technical Institute of Broadcasting, 283 S. Krome Avenue, Homestead, Florida.

Elkins Institute First Class FCC License Course now in Memphis, Tennessee. Build your future by enrolling for Elkins First Class training including theory and lab work. Elkins Institute in Memphis, Tennessee, formerly Allied Technical Institute, 66 Monroe, Memphis, Tennessee 38103.

Elkins famous six week FCC First Class License Course now in San Francisco. Next class begins March 4. Elkins Institute, 160 S. Van Ness Avenue, San Francisco, California 94103.

See our display ad under instruction on page 90. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

INSTRUCTIONS continued

First Class license theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest and most respected network of schools train you. Approved for veterans and accredited by the National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins institutes: 2603 Inwood Road, Dallas, Texas 75235, 214-357-4001. 51 10th Street N.W., Atlanta, Georgia 30309, 404-872-8844. 3443 Central Avenue, Chicago, Illinois 60604, 312-286-0210. 420 S. Broadway, Denver, Colorado 80209, 303-744-7311. 283 S. Krome Avenue, Homestead, Florida, 305-247-1135. 3518 Travis, Houston, Texas 77002, 713-526-7637. 4119 East Lake St., Minneapolis, Minnesota 55406, 612-722-2726. 2106A 8th Avenue S., Nashville, Tennessee, 615-297-3084. 333 St. Charles Avenue, New Orleans, Louisiana 70130, 504-525-2910. 451 South Main, San Antonio, Texas, 512-223-1848. 160 S. Van Ness Avenue, San Francisco, California 94103, 415-626-6757. 404 Dexter, Seattle, Washington 98109, 206-622-2921. 66 Monroe, Memphis, Tennessee, 901-525-8896.

Announcing, programing, 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 broadcast station. Approved for veterans and accredited by the National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institute: Dallas—Atlanta—Chicago—Houston—Nashville—New Orleans.

Managers and salesmen earn \$50-150 a week more than engineers and announcers and automation won't replace them. BSI's new five week Sales-Management training can boost your salary now! Free placement service. Total tuition \$250. Write Broadcast Sales Institute, 2765 Cleveland Avenue, Columbus, Ohio 43224. 614-262-9459.

Help Wanted

Sales continued

SALES REPRESENTATIVES

Video Products

Aggressive sales representatives with standard technical knowledge of TV equipment are needed in New England & St. Paul areas.

A number of our top executives started from these positions.

Come and work with the finest in the field.

AmpeX has an exceptional profit sharing plan plus a paid employee benefit program.

For an interview pick up the phone and call collect:

Ray Rutman
(415) 367-2509

2655 Bay Rd.
Redwood City, California 94063

AMPEX

An Equal Opportunity Employer

Situations Wanted

Programing, Production, Others

TOP BROADCASTER AVAILABLE

All phases—let's talk!

Box B-256, Broadcasting.

SPECIAL ST. PATRICK'S DAY RADIO SHOW

Last chance—direct from Dublin

Terrific response to this winning, authentically Irish show. 60 min. Irish jigs, reels, humor, vignettes. Don't miss it. Deadline for orders March 2, 18 comm. cutaways for local sales. Write/cable now:

Bob O'Neill, 59 Pembroke Rd.,
Ballsbridge, Dublin 4, Ireland

Television Help Wanted

Management

NATIONAL SALES

Leading mid-Atlantic TV station has an excellent opportunity in National Sales. Station experience helpful but will consider rep. or agency background.

\$16,000 base plus incentive.

Send resume to:

Box B-335, Broadcasting.

RADIO—Help Wanted Management

RADIO MANAGEMENT

"Potential unlimited" for a dynamic "up & comer" with our West Coast progressive rock station. Managerial and heavy sales background a must! Creativity and imagination a necessity!

Write:

Box B-314, Broadcasting.

RADIO G.M.

TOP 15 MKT.

Expansion within our corporation has created this management opening and we are looking for an executive with good administrative skills. Program Directors and Sales Managers will be considered for this position. Base salary of \$35,000.00 plus executive package of car, bonus and profit sharing. Rush complete background, in confidence, to:

Box B-244, Broadcasting.

All replies answered.

Help Wanted Announcers

CHICAGO

top rated Chicago radio station is adding an MOR air personality. Warm, friendly delivery necessary and good voice.

Salary up to \$35,000

Mail tape and resume immediately to:

Box B-245, Broadcasting.

Confidential and all replies acknowledged.

Sales

SALESMAN

We are looking for an experienced salesman to join our well established company in our Southeastern Territory. Travel is extensive. We prefer a man currently calling on radio station management, or who has proven sales experience in the radio field. Our product line of syndicated radio features has been very well accepted by more than 700 radio stations in the United States and Canada. Our salary, expense and commission plan will give you an excellent income and growth potential. Please send complete resume detailing qualifications and experience. All inquiries will be held in confidence. Please, no phone calls.

CREATIVE MARKETING & COMMUNICATIONS CORP.

3914 Miami Road
Cincinnati, Ohio 45227

Television Help Wanted
Management continued

CATV

Ten thousand subscriber growing CATV system needs a General Manager with ability to develop advertising sales and produce local programming. Personnel management important.

Ohio-Pennsylvania Area System is 1/2 developed. Good salary with chance to share growth and profits. All replies confidential.

Box B-261, Broadcasting.

Sales

Broadcast Salesman Wanted—Television

employee with a good knowledge of TV camera heads—as well as Production requirements sought. This extrovert should be good with people and be a self-starter. Pioneering work with full responsibility plus authority for the team man willing to learn. 25% to 50% travel time. Excellent potential for advancement. Good benefits. Pleasant working conditions. Northeast location. Salary \$15,000 to \$17,000 depending on background.

Box B-243, Broadcasting.

Announcers

PROFESSIONAL TV ANNOUNCER

The man we want is competent, capable and sale-able. A hard working ambitious announcer that can combine his booth-studio and personal efforts to capacity will enjoy a substantial income. If you are a fully professional on-the-air salesman with an impressive background, send resume and tapes to:

**Howard Reser, WTCN-TV,
Minneapolis, Minn. 55416**

Technical

CATV

DIRECTOR OF ENGINEERING
Large Multiple System Operator needs technically competent corporate manager, E.E. degree desirable. Require imaginative self-starter able to assume technical leadership role in company and industry.

Box B-151, Broadcasting.

Programing, Production, Others

ARTIST

Professionally trained artist with heavy illustration background, some photography, fast and creative. Moderate TV experience required. Work for major Southeastern market network affiliate, group owned. If you are now Art Director in a smaller market looking for the opportunity to move up to a number two slot in a very attractive market and a job with excellent growth potential and benefits, send your resume. All inquiries answered.

Box B-309, Broadcasting.

An Equal Opportunity Employer.

Programing, Production, Others
continued

PROGRAM DIRECTOR TV

Needed experienced pro for growing group in a hustling market. Unless you can document five years progressive programing don't apply. We need someone on the up-swing in a top-ten market. Write in confidence giving salary history.

Box B-210, Broadcasting.

An Equal Opportunity Employer

PROMOTION ASSISTANT

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 83)

trans. and ant. Action Feb. 11.

■ WOAP-FM Owosso, Mich.—Broadcast Bureau granted CP to change studio location to 1.5 miles north of Owosso on M-52, Michigan; change type trans. and ant.; ant. height 225 ft.; ERP 2.80. Action Feb. 9.

■ WKNE-FM Keene, N. H.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Feb. 9.

■ WDLC-FM Port Jervis, N. Y.—Broadcast Bureau granted mod. of CP to change trans. location and make changes in ant. system of FM, ant. height 300 ft.; ERP 3 kw; remote control permitted. Action Feb. 10.

■ WHOK-FM Lancaster, Ohio — Broadcast Bureau granted license covering changes; ant. height 225 ft.; ERP 50 kw. Action Feb. 6.

■ WYDD(FM) Pittsburgh — Broadcast Bureau granted CP to change type trans. and ant.; remote control permitted; provision of rules waived to permit location of main studio beyond corporate limits of Pittsburgh at 810 Fifth Ave., New Kensington, Pa.; condition. Action Feb. 6.

■ WVJP-FM Caguas, P. R.—Broadcast Bureau granted mod. of CP to change type ant.; ant. height 225.5 ft.; condition. Action Feb. 9.

■ WMNT-FM Manati, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action Feb. 6.

■ WKVM-FM San Juan, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to June 4. Action Feb. 6.

■ WYTM-FM Fayetteville, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to March 30. Action Feb. 6.

■ *KNTU(FM) Denton, Tex.—Broadcast Bureau granted license covering new educational FM. Action Feb. 6.

■ *KTEP(FM) El Paso—Broadcast Bureau granted CP to change type trans. and ant.; ERP 3.8 kw; ant. height 1020 ft. Action Feb. 6.

■ *KPFT(FM) Houston—Broadcast Bureau granted mod. of CP to change studio and remote control location to 618 Prairie, Houston. Action Feb. 6.

■ KITY(FM) San Antonio, Tex.—Broadcast Bureau granted CP to install new auxiliary trans. and auxiliary ant. at main trans. location on 92.9 mc; ant. height 51 ft.; ERP 58 kw. Action Feb. 9.

■ WRAR-FM Tappahannock, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 13. Action Feb. 6.

■ WWSR-FM St. Albans, Vt.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Feb. 10.

Call letter actions

■ WANM(FM). Tallahassee Broadcasting Co., Tallahassee, Fla. Granted WGLF(FM).

■ WOIA-FM. Lester Broadcasting Corp., Ann Arbor, Mich. Granted WNRZ(FM).

■ WGSM-FM. WGSM Radio Inc., Smithtown, N. Y. Granted WCTO(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K11CA Brownig, K04AN Chinook, K06DT Chinook, Zurich, Fairview and Clear Creek, K10AT and K13BC both Circle, all Montana; K08AX, K10BB and K12BF all Ardenvoir, Wash.; K11CP and K13CO both Lava Hot Springs, Fish Creek area, Dempsey Creek area, and Portneuf River area, all Idaho; K03CQ, K05DF and K11HW all Mapleton, Ore.; K09AR and K11AR, both Odessa, K11EY Soap Lake, Ephrata, Larsen A.F.B., and Moses Lake, all Washington; K06EL rural area of Swan River and Swan Lake, K13FP Wolf Point, all Mont.; K72BW Madras and Culver, K74AB and K77AE both Madras, K71AV, K73AQ and K76AY all Florence, all Oregon. Actions Feb. 13.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KZEL-FM Eugene, Ore.; WCCF Punta Gorda and WDCJ Arlington, both Florida; WDSL Mocksville, WHSL Wilmington and WKGX Lenoir, all North Carolina; WJHR(FM) Miami; WKTZ-FM Jacksonville, Fla.; WLSC Lorris, S. C.; WMNC-FM Morganton, N. C.; WNAK Nanticoke, Pa.; WOLD-AM-FM Marion, Va.; WPAB Ponce, P. R. Actions Feb. 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcast-

ing Co.) renewal of licenses of KRON-FM-TV, ordered Chronicle to exchange non-privileged documents within 10 days of release of order. Feb. 10 (Doc. 18500). Action Feb. 9.

Other actions, all services

■ FCC informed ABC Inc., New York, since they have failed to submit alternatives to tentative conclusions that more of Program *Hot Wheels* than formal commercial spots should be logged, as commercial matter, commission will "take under advisement" methods for logging additional commercial time. ABC has been invited to meet with representatives of Broadcast Bureau to formulate methods for commission's approval concerning Program. Action Feb. 11.

■ FCC, acting on requests by Committee to Improve Bay Area Television: Students of Georgetown University Law Center, Washington; National Mexican American Anti-Defamation Committee, Washington; two other Mexican-American groups, and Mr. Jon Paul Davidson, extended time to April 13 for submission of comments on Community Ascertainment Primer inquiry (Doc. 18774). Action Feb. 11.

■ Hearing Examiner James F. Tierney in matter concerning ABC renewal of authority to deliver network radio and television programs to Canada and Mexico, ordered that portion of item that Western Telecasters Inc. was directed to produce, need not be produced on grounds of privilege, for reasons of its being working paper within scope of work product rule (Doc. 18606). Action Feb. 5.

■ Chief, Complaints and Compliance Division, informed Director of National Committee for an effective Congress that NBC did not violate fairness doctrine in report on hearings on Proposed Campaign Broadcast Reform Act of 1969. Action Feb. 12.

■ Broadcast Bureau granted licenses covering permits for changes in following: WJLD Homewood, Ala.; KVON Napa, Calif.; WJAX-FM Jacksonville, Fla.; WIRL Peoria, Ill.; WLYV Fort Wayne, Ind.; KPLC Lake Charles, La.; WCCV-FM Charlottesville, Va. Action Feb. 13.

Translator actions

■ Broadcast Bureau granted CP's for following new UHF and VHF translators: Hubbard Broadcasting Inc., Alamogordo, N. M., to serve Alamogordo on ch. 77 by rebroadcasting KOB-TV Albuquerque, N. M.; Tri-State Broadcasting Inc., Alamogordo, N. M., to serve Alamogordo and Holloman Air Force Base on ch. 75 by rebroadcasting KTSM-TV El Paso, Tex.; Hubbard Broadcasting Inc., Carrizozo, N. M., to serve Carrizozo on ch. 81 by rebroadcasting KOB-TV Albuquerque, N. M.; KMSO-TV Inc., Thompson Falls, Mont., to serve Thompson Falls on ch. 5 by rebroadcasting KGVO-TV Missoula, Mont. Actions Feb. 6.

■ Broadcast Bureau granted licenses for following new UHF and VHF translators: K70EX Maupin; K13JR Jacksonville and Old Military Road; K13JQ North Bend and Empire; K10GQ Huntington; K78CT Newport and Otter Rock; K06GE Riley; K05DT Mitchell; K11JC Mitchell; K07IM Mitchell; K12HH Huntington, all Oregon. Actions Feb. 6.

■ Broadcast Bureau granted CP's for following UHF and VHF translators: Tan-Tar-A Resort, Osage Beach, Mo., to serve Tan-Tar-A resort area and Osage Beach, Mo. on ch. 78 by rebroadcasting KYTV(TV) Springfield, Mo., on ch. 76 by rebroadcasting KRCC(TV) Jefferson City, Mo., and on ch. 74 by rebroadcasting KOMU-TV Columbia, Mo.; Nebraska Educational Television Commission, Chadron, Neb., to serve Chadron on ch. 8 by rebroadcasting KRNE-TV Merriman, Neb.; Beaver-Valentine Television Inc., Valentine, Neb., to serve Beaver Lake area on ch. 72 by rebroadcasting KNOP-TV North Platte, Neb., and to serve Valentine on ch. 82 by rebroadcasting KNOP-TV North Platte, Neb.; Board of Co-operative Education Services Second Supervisory District, Greene, Del., Schoharie and Otsego Counties, Hunter, N. Y., to serve Hunter, Tannersville, Lexington, and South Jewett, New York, on ch. 4 by rebroadcasting of WMHT(TV) Schenectady, N. Y.; WNCY-TV Syracuse, N. Y., and WNDT Newark, N. J.; Honor System TV Association Inc., Valentine, Tex., to serve Valentine on ch. 77 by rebroadcasting KOSA-TV Odessa, Tex. Actions Feb. 9.

■ K11JH Vollmers, Lamone and Pollard Flat, all California — Broadcast Bureau granted mod. of CP to extend completion

date of VHF translator to Aug. 9. Action Feb. 9.

■ K06BI Indian Springs, Nev.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator; K10CO, granted CP to change frequency from ch. 10 to ch. 11; to make changes in ant. system of VHF translator; change calls sign to K11JR. Action Feb. 6.

■ K12FQ Quemado, N. M.—Broadcast Bureau granted CP to change frequency from ch. 12 to ch. 2, make changes in ant. system of VHF translator, change call letters to K02GB. Action Feb. 6.

■ North Tillamook County TV Translators Inc., Manzanita, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Rockway, Neah-Kah-Nie, Mohler, Manzanita, Wheeler and Nehalem, all Oregon, on ch. 72 by rebroadcasting KOAP-TV Portland, Ore. Action Feb. 6.

■ K73CC Tillamook, Ore.—Broadcast Bureau granted license covering new UHF translator. Action Feb. 10.

CATV

Applications

■ Triangle Cable Co.—Seeks distant signals of KTVU(TV) Oakland-San Francisco; KNEW-TV and KBHK-TV both San Francisco; KGSC-TV San Jose, and KLOC-TV, Modesto, all California, to San Andreas and Mokelumne Hill, both California. (Sacramento-Stockton, Calif. ARB 25). Ann. Feb. 13.

■ Continental Cablevision of Ohio Inc.—Seeks distant signals of WJW-TV, WKBF-TV, WVIZ-TV and WCTE-TV all Cleveland; WUAB(TV) Lorain; WBGU-TV Bowling Green; WMOB-TV Marion, and WAKR-TV Akron, all Ohio; and CKLW-TV Windsor, Ont., to Clyde, Ohio (Toledo, Ohio ARB 35). Ann. Feb. 13.

Final actions

■ Burlington, N. J.—FCC denied petition filed by General CATV Inc., cable facilities operator within Philadelphia TV market, asking reconsideration of order banning carriage of New York TV signals on CATV systems in Philadelphia market pending hearing (Docs. 18140, et al.) Action Feb. 11.

■ Auburn, N. Y.—FCC denied petition filed by Auburn Cablevision Inc., CATV operator for waiver of program exclusivity requirements. Auburn Cablevision was directed to comply with rule requirements within 30 days. Action Feb. 11.

■ Dutchess County, N. Y.—FCC denied Better TV Inc., CATV operator, petition for enforcement of cease and desist order, against New York Telephone Company. CATV operator requested Telco be directed to cease operation of CATV channel distribution facilities at Hyde Park, N. Y., during hearing on Telco's 214 application for certification for facilities (Doc. 18525). Action Feb. 11.

Action on motion

■ Chief, Office of Opinions and Review in matter of petition by Manatee Cablevision Inc. to stay construction and operation of CATV distribution facilities in Manatee County, Fla., by General Telephone System, General Telephone Co. of Florida and GT&E Communications Inc., granted request by General Telephone & Electronics Corp., GT&E Communications Inc. and General Telephone Co. of Florida and extended through Feb. 16 time to file replies to proposed findings of fact and conclusions of law and briefs (Doc. 18610). Action Feb. 11.

Ownership changes

Applications

■ KINO(AM) Winslow, Ariz.—Seeks transfer of control of Winslow Communications Inc. from Charles D. Wiedenman and Bruce G. Normandin (each 50% before, 35% after) to Michel J. O'Haco, Pete Kretsedeman, Wilmer H. Hermann, Della Pecore and Charles Clark (each none before, 6% after). Consideration: \$12,000. Ann. Feb. 11.

■ KIMN(AM) Denver and KYXI(AM) Oregon City, Ore.—Seek transfers of control of KIMN Broadcasting Inc. from Kenneth E. Palmer, John C. Hunter, Robert Donner (each 31.7% before, none after), et al to Pacific and Southern Inc. Consideration: \$6,493,500. Principals of Pacific and Southern: Fox, Wells & Rogers, law firm (31.8%), DeSales Harrison Jr., chairman of board-treasurer-assistant secretary (11.5%), Arthur

H. McCoy, president (11%), Paulette B. Harrison (11%), et al. Mr. Harrison Jr. owns 80% of electronic systems development firm and has interests in food product manufacturer and other businesses. Mr. McCoy is former 33.3% owner of predecessor of Pacific and Southern. Paulette Harrison owns 5.65% of KSTP-AM-FM-TV St. Paul, KOB-AM-FM-TV Albuquerque, N. M., WGTG(AM) Ocala, Fla., and WTOG(AM) St. Petersburg, Fla. (all in voting trust), Pacific and Southern owns WQXI-AM-TV Atlanta, WQXI-FM Smyrna, Ga., WSAI-AM-FM Cincinnati, KHON-TV Honolulu, KAIL-TV Walluku, and KHAW-TV Hila, all Hawaii, and is applicant for CATV franchise in Chicago. Ann. Feb. 11.

■ KAPI(AM) Pueblo, Colo.—Seeks assignment of license from Centennial Radio Corp. to KAPI Inc. for \$45,258.18. Sellers: Georg M. Sandoval, president-general manager, et al. Buyer: Joseph McGoev, sole owner. Mr. McGoev is general manager and owns 38.9% of KFML-AM-FM Denver; application pending for transfer of control of KFML to Mr. McGoev. Ann. Feb. 11.

■ WLOP-AM-FM Jesup, Ga.—Seek assignment of licenses from Wayne Broadcasting Inc. to Jesup Broadcasting Corp. for \$160,000. Sellers: Lem Jay Clark Jr., president, et al. Sellers own WLOR(AM) Thomasville, Ga. Buyers: John W. and Margaret M. Davidson, president-treasurer (90%), and vice president-secretary (10%), respectively. Mr. Davidson is in program sales for Taft Broadcasting Co. Ann. Feb. 11.

■ WSPK-FM Poughkeepsie, N. Y.—Seeks assignment of license from Star Broadcasting Corp. to Lance Communications Inc. for \$125,000. Sellers: Oliver Lazare, treasurer, et al. Sellers own WKIP(AM) Poughkeepsie. Buyers: Robert E. and Alford H. Lessner, vice president-treasurer and president, respectively (each 32%), Lorraine Lessner, chairman of board (15%), George Lessner, secretary-vice president (16%), and Robert A. Outer, vice president sales (5%). Messrs. R. E. and A. H. Lessner each own 30% of WBNR(AM) Beacon, N.Y. L. and G. Lessner each own 20% of WBNR(AM). Messrs. Lessner each own 25% of motion picture and recording studios and of Liberty Magazine Copyright Library. Ann. Jan. 21.

■ KTOB(AM) Sinton, Tex.—Seeks assignment of license from Sinton Broadcasting Co. to Dynamic Broadcasting Corp. for \$130,000. Sellers: G. R. Ramsower, Monica Z. Ramsower, Vincent J. and Margaret C. Schmitt (each 12½%) and James W. Bixler and Jerry Fullerton (each 25%). Application pending for transfer of 25% interest from Jerry Fullerton to G. R. Ramsower. Sellers own KTOB-FM Sinton. Buyers: Charles Ronald Rogers, president, Neal L. Spelce Jr., vice president-assistant secretary, R. Miller Hicks, vice president-treasurer, J. Sam Winters, secretary, and Walter Caven, chairman of board (each 20%). Sellers own KJOE(AM) Shreveport, La. Messrs. Spelce and Rogers each own 20% of KWKC(AM) Abilene, Tex., and are investment firm partners. Mr. Hicks owns business development and consultant firms, 33 ⅓% of metal building contractor and 25% of shopping center development. Mr. Winters is partner in law firm. Mr. Caven is railroad representative. Ann. Jan. 6.

■ KALE(AM) Richland, Wash.—Seeks transfer of control of KALE Inc. from William R. Taft, et al (as a group, 100% before, none after) to Rainier Theater Co. (none before, 100% after). Consideration: \$225,000. Principals of Rainier: Fredric A. and Jessie M. Danz, president and vice president, respectively (each 50%). Messrs. Danz own varying interests in numerous theatre operations. Mr. F. Danz owns KBFV(AM) Bellingham-Ferrdale, Wash., KODL(AM) The Dalles, Ore. Buyers own applicant to purchase KFDO(AM) Longview, Wash. Ann. Jan. 6.

Actions

■ WENN-AM-FM Birmingham, Ala.—Broadcast Bureau granted transfer of control of Jomac Birmingham Corp. from John M. McLendon (99.4% before, none after) to Ann P. McLendon (individually, .6%) and First National Bank of Jackson, co-executors of John M. McLendon estate, deceased (jointly, none before, 99.4% after). No consideration involved. See WOKJ(AM) and WFXM(FM) both Jackson, Miss. Action Feb. 9.

■ WLIS(AM) Old Saybrook, Conn.—Broadcast Bureau granted assignment of license from Long Island Sound Radio Corp. to Radio Connecticut Inc. for \$183,430. Sellers: Joseph P. Trantino, president, et al. Buyers: John M. and Ann C. Powers, president (51%) and vice president-secretary (49%),

respectively. Mr. Powers is employe of Bermuda Dept. of Tourism and Trade Development. Mrs. Powers is free-lance writer. Action Feb. 11.

■ WSIP-AM-FM Paintsville, Ky.—FCC granted transfer of control of Big Sandy Broadcasting Co. from Parker West, Florence Brooks Murray and Lula Murray (jointly 50% before, none after) to Paul G. Fyffe (25% before, 70% after) and James D. and Thomas Cox (each 12.5% before, 15% after). Consideration: \$70,000. Principals: Messrs. J. and T. Cox each own 25% of auto parts supply firm and 33% of motri. and 25% and 12.5%, respectively, of auto dealership. Messrs. J. and T. Cox and Fyffe own 8¼%, 8¼% and 16¾%, respectively, of applicant for new AM at Louisa, Ky. Action Feb. 11.

■ WOKJ(AM) and WFXM(FM) both Jackson, Miss.—Broadcast Bureau granted transfers of control of Jomac Corp. from John M. McLendon (100% before, none after) to Ann P. McLendon and First National Bank of Jackson, co-executors of John M. McLendon, deceased (jointly, none before, 100% after). No consideration involved. See WENN-AM-FM Birmingham, Ala. Action Feb. 9.

■ WIDD(AM) Elizabethton, Tenn.—Broadcast Bureau granted transfer of control of Holston Broadcasting Corp. from Fred P. Davis (13.75% before, none after) to J. H. Lewis (38.5% before, 52.25% after). Consideration: \$25,009. Principals: Mr. Davis owns 13.75% of WLSN(FM) Elizabethton; pending is sale of interest to Mr. Lewis. Action Jan. 15.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Feb. 17. 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*.

■ South Brevard county, Fla.—Gulf Communicators has applied for a nonexclusive franchise.

■ Chicago-Lerner Communications Inc., a subsidiary of Lerner Newspapers, Chicago, has applied for a franchise to operate in the North and Northwest sides of the city. The firm would pay the city 5% of the first million in gross revenues and 6% of any additional gross revenue. Subscribers would be charged \$15 for installation and \$5 monthly.

■ Coal City, Ill.—Two local businessmen, Art J. raise, Joliet, Ill., and Louis Turigliatto, Coal City, have applied for a 20-year franchise. The two would pay the city \$1 for each subscriber annually.

■ Natick, Mass.—Amvideo Corp., Wellesley, Mass. (multiple CATV owner) has applied for a franchise.

■ Port Norris, N.J.—American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner) has applied for a franchise.

■ Middletown, N.Y.—Fourteen firms and two individuals have applied for a franchise: Continental TV; Mr. Joseph Schwartz; Better TV of Orange County; Mr. Arthur Maharay; Telecable Corp., Ellenville, N.Y. (multiple CATV owner); Cas Manufacturing Corp.; American Telephone and Communications; Sonic TV Systems; Time-Life Broadcast Inc., N.Y. (multiple CATV owner); K.W.R. Systems Inc.; TelePrompter Corp., (multiple CATV owner); General Telephone and Electronics, New York (multiple CATV owner); Good-Vue TV of Orange County; Audio Transfers Inc.; and American Tele-Systems, Bethesda, Md. (multiple CATV owner).

■ Poughkeepsie, N.Y.—American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner), and WEOK Cablevision Inc. and Hudson Valley Cablevision, both Poughkeepsie, have all applied for a franchise.

■ Anderson, S.C.—Nine firms have applied for a nonexclusive franchise: American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner); Community Tele-Communications, Denver; Keowee Cablevision, Seneca, N.C.; Anderson Cable Television Co., Anderson; Storer Broadcasting Corp., Los Angeles (multiple CATV owner); Tele-Cable Corp., Norfolk, Va. (multiple CATV owner); American Tele-Cable Service; TelePrompter Corp., New York (multiple CATV owner) and Burnup and Sims, West Palm Beach, Fla. (multiple CATV owner).

It's been suggested that chairmen of network affiliates advisory committees wear third-basemen's gloves to handle the scorching line drives coming their way in the form of problems that threaten network-station relations.

For the chairman's job calls for a lot of straight talk and even more diplomacy.

Such characteristics might be one way to describe Ken Bagwell, vice president. Storer Broadcasting Co., general manager, WJW-TV Cleveland, and chairman, CBS Television Affiliates Advisory Board.

But to measure him in the terms that he uses to measure a man you would do it with a single word. Professional.

"A professional," Mr. Bagwell says, "is a guy who knows his business thoroughly and respects his business. He isn't in it for a fast dollar. He does his job in concert with however many other people it takes to put the thing together. He is in business for tomorrow as well as today."

That is the way his associates measure Mr. Bagwell. They also usually know quite precisely where he stands. He has opinions and he expresses them.

When Vice President Agnew recently aimed his barbs at television news and the criticism smacked of intimidation. Mr. Bagwell said so to the local newspapers even though Mr. Agnew appeared to have wide popular support and many other industry spokesmen asked not to be quoted.

"You have no right to say 'no comment' to something this basic," Mr. Bagwell feels, "and right or wrong you must take a position."

The sensitive questions of editorial opinions and objective reporting have been under discussion at the affiliate level for two years, Mr. Bagwell recalls, and he believes that is where it should be solved. It is an internal industry problem and the solution cannot be imposed from the outside, he asserts.

Network field crews, under the great pressures of time and travel deadlines, can come on pretty strong during local assignments and their personal views may show through, a problem Mr. Bagwell thinks may be of more concern than commentary by top personalities. Of even greater concern, however, is a tendency to allow news-interview obscenities to remain if emotion of the event is great. The public is still very vocal, he notes.

Admittedly such issues are difficult and require great delicacy when affiliate groups discuss them, Mr. Bagwell observes. But they should be explored because local stations ultimately are responsible for whatever they put on the air, regardless of source, he notes, since they are the licensees.

"You win some and you lose some

He's not afraid to give an opinion on or off the air

and if you lose you take your lumps, forget it and move constructively to something else," Mr. Bagwell says. The CBS-TV affiliates recently lost one. The network passed along to them costs of telephone connections increases although the affiliates had objected strongly.

Affiliate boards in today's fast-moving world must be more than a funnel for common station grievances, Mr. Bagwell asserts. He sees the advisory role to the networks as but one function for such bodies. He has worked to keep his CBS-TV group more alert to consider common affiliate problems such as the prospects for satellite network feeds and similar major trends, a practice that began before he became chairman. He also has set up a weekly report to

Week's Profile



Kenneth Leon Bagwell—vice president of Storer Broadcasting Co. and general manager of WJW-TV Cleveland; b. Dec. 25, 1924, Claude, Tex.; announcer, KOY(AM) Phoenix, 1945-47; announcer, KXYZ(AM) Houston, 1948; program director, KLEE-AM-TV Houston (now KILT[AM] and KPRC-TV), 1949; rejoined KXYZ as program-production manager 1950 becoming sales manager 1953; joined WTVJ(TV) Miami 1957 becoming national sales manager 1958; joined Storer group 1961 as general manager WAGA-TV Atlanta and made vice president January 1964; named to present post at WJW-TV May 1964; chairman, CBS Television Affiliates Advisory Board; active in many local civic groups; m. Maurine Krueger of Houston April 16, 1948; children—Kenneth Jr., 21; Kathi Lynn, 17; Kristopher Laurance, 7; Kurt, 5; hobbies—golf, fishing, skiing.

CBS-TV of viewers' telephone comments to key affiliates across the U.S., information not before available to the network.

Mr. Bagwell is proud of WJW-TV's long record of local editorials. He airs them several times daily and urges every station manager to do the same. Taking an editorial position wins respect and opens doors, he says, enabling a station to do many things in local service it could never accomplish before, much of which may not necessarily involve on-air activity.

WJW-TV's news staff has more than doubled and its budget tripled in the last five years, Mr. Bagwell relates, indicative of the significance news has in TV today. His crews shoot nearly a million feet of color film a year now in news and documentary work.

Mr. Bagwell is looking forward to having more working space for his full-time staff of 135 people crowded in present quarters. Storer hopes to break ground soon for the new \$4 million WJW-TV center at 55th Street on the shoreway, facing Lake Erie. WJW-TV will use three of the eight stories in the modern facility, leasing the rest to others.

In the little spare time he has Mr. Bagwell enjoys skiing, a sport only more recently discovered now that he is "working up North." He also is active on the Lutheran (Missouri Synod) Television Board and often travels as a lay preacher. The church's pioneer dramatic series, *This Is Your Life*, soon enters its 19th year, he notes, and is carried by some 300 TV stations in the U.S. and 70 outlets overseas.

The strengthening of the family and helping others have special meaning for Mr. Bagwell. He had his knocks early in life, having left home at age 12 and making his own way through high school in Salem, Ore., and Phoenix and part way through Phoenix Junior College. When especially hard pressed he got a job as errand boy at KOY(AM) Phoenix where Jack Williams, now Arizona's governor, was a "father" to him. He soon had his own teen-age show on KOY and his career was set.

Subsequent programing experience at KXYZ(AM) Houston and briefly KLEE-AM-TV there (now KILT[AM] and KPRC-TV) gave him background sufficient to handle the sales managership of KXYZ when the opportunity arose in 1953 and he found a new interest in sales.

Two others besides Governor Williams helped shape Mr. Bagwell's broadcasting philosophy. He also points to Bill Brazzil of WTVJ(TV) Miami, "who taught me how to be a true professional," and George Storer, founder of Storer Broadcasting Co., "a company that gives a damn about its people—the real assets of any business."

Any minute now

The architects of the National Association of Broadcasters' radio code have lived to see some of their work chiseled in stone. As reported in mournful detail in this publication a week ago, the FCC has adopted the code's limits on commercial time as its own standards. The act is something of a monument to bureaucracy in both private and public life.

Nobody yet has ever established a rationale for the choice of 18 minutes per hour as the tolerable limit of commercial content in radio. Why not 16 minutes, or 19, or, for that matter, 60? Why a single standard for all kinds of stations using all kinds of formats? To our knowledge there is no body of research to provide any answers.

If radio is to be slightly less than 30% commercial, why should newspapers and magazines be permitted to be 75% in as many as half of their issues during each year and still qualify for second-class postage? Of course, they are different media. But who originally decided on that magic 75% half of the time? Another miracle of bureaucracy.

It is probably imprudent to mention it, but the television code contains its own standards for commercial time. In TV, however, there is a distinction between prime time, when less commercial content is permitted, and all other times, when 16 minutes per hour are the rule. So far the FCC has been content to stick with the 16-minute standard for the whole broadcast day in television. Anybody want to bet it will some day go literally for the code—assuming broadcasters continue to pretend that their own figures are of divine origin?

No cause for upheaval

FCC Chairman Dean Burch has promised a decision next month in the two-year-old one-to-a-customer rulemaking. Indications are that the commission is widely divided at this point. If the members will concentrate on the evidence they have accumulated and will ignore the airy suppositions and current fads of academic ideology, they must ultimately agree that a wholesale remaking of broadcast ownership is unnecessary and would do more harm than good.

In its original form the rulemaking proposed to prohibit the acquisition of more than one full-time broadcast station, AM, FM or TV, in any given market. The Justice Department proposed that this policy be expanded to include newspapers as a unit of ownership and that it be applied at license-renewal time. If the Justice advice were to be followed, a breakup of all multimedia holdings within the same market would be achieved in three years.

To judge conditions only by the radical changes that the FCC and Justice have suggested would be to assume that media monopolies were the rule, that economic power and political influence were concentrated everywhere in the hands of a few broadcasting-publishing giants, that entry by outsiders into media ownership were impossible. If such conditions do exist, they are to be found only in isolated pockets. They are certainly too atypical to justify dismemberment on a national scale.

What is needed is a policy that can be applied selectively when multimedia ownerships have abused their power. Is competition being unfairly prevented or suppressed? That is the critical question to be answered, and the logical forum is the individual case with its traditional rules of evidentiary procedure, as Commissioner Robert Wells has suggested.

That is the critical question that ought to be asked in the Cheyenne, Wyo., case that was designated for hearing

two weeks ago. There is no certainty, however, that much good law will come from that case.

It was at the instigation of the Justice Department, to which an original complaint had been addressed, that the FCC set for hearing the license renewal of KFBC-TV Cheyenne, which is the only television station in its market and is in common ownership with the city's only daily and Sunday newspapers, its only full-time AM, one of its two FM's, and a CATV system. A losing applicant for the cable franchise complained originally to Justice.

If Justice thought there was a case to be made against an improper use of monopoly power, it should have prosecuted under the antitrust laws it is supposed to enforce. Instead it asked the FCC to do the dirty work under the less rigid standards of a license-renewal hearing. At stake is the ownership of a television station. Is divestiture the appropriate penalty to exact if KFBC-TV's owners are found guilty of swinging a club to keep a rival out of CATV ownership? There will be no answer to that question in a hearing in which the stakes were chosen by the government for its own convenience.

The Cheyenne case ought to be dismissed from consideration of the kind of case-by-case procedure, under policy guidelines, that we suggest as an alternative to the one-to-a-customer rules. In that procedure the punishment ought to fit the crime—if indeed a crime is proved.

Real economy

To a Congress and administration that are looking for fat to cut out of the federal budget, we direct attention to a small blob that could be snipped at no harm at all to the body politic. In three years of existence the House Investigations Subcommittee has turned up absolutely nothing of consequence. Now it has leaked the word that it is investigating CBS News's production of *Hunger in America*, which has already been thoroughly investigated by the FCC, with a finding of no culpability.

A full-time staff draws some \$280,000 a year to go through the motions of looking busy when questions arise. It has to be the least useful payroll in government.



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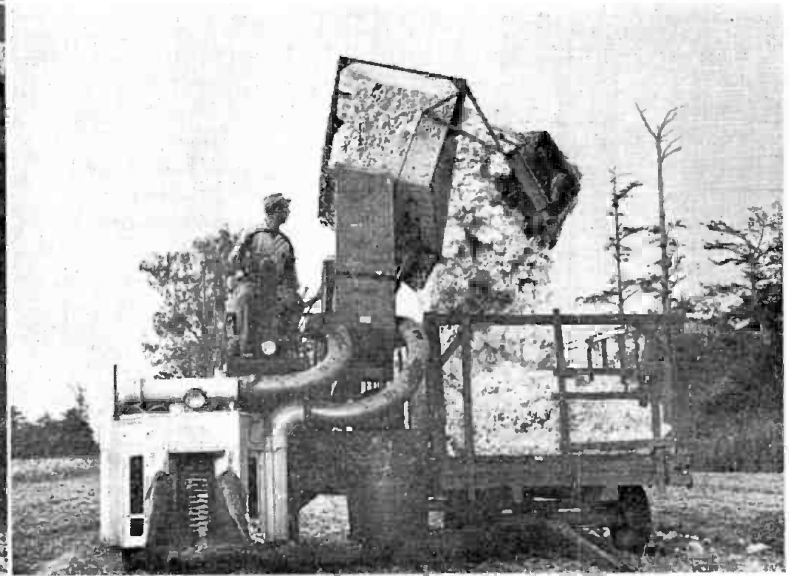
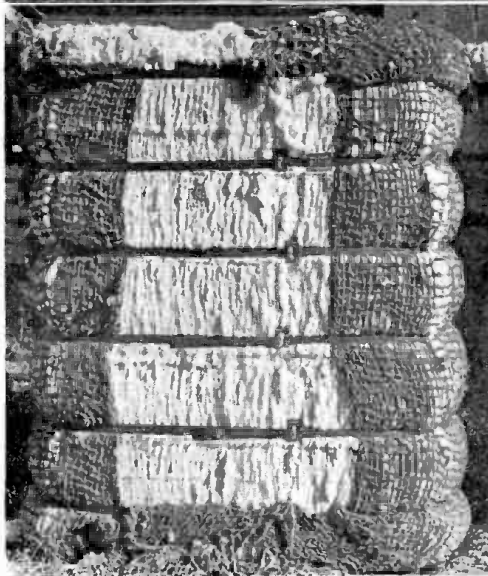
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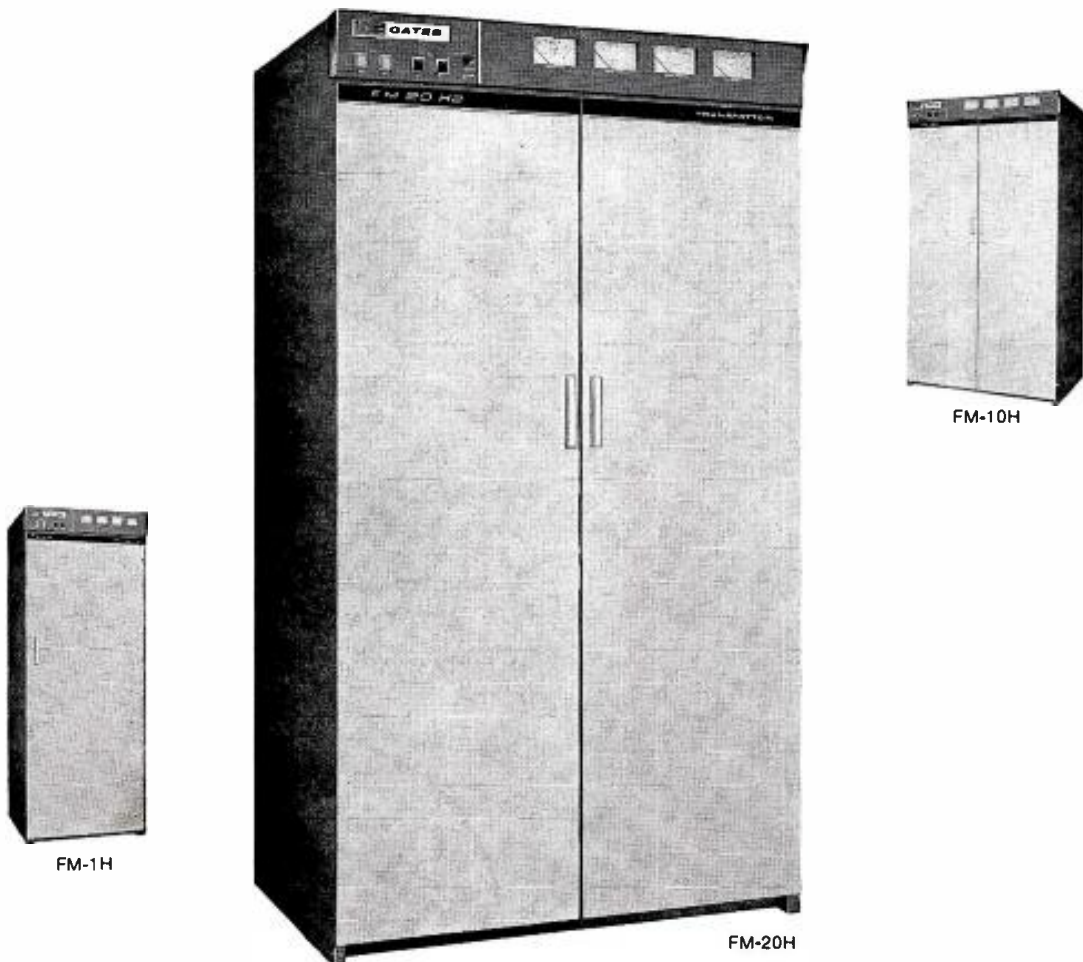
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