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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC finally releases its CATV package. p23  
NAB boards meet, but don't rock the boat. p30  
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OUR SINCERE  
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PRODUCTION  
A TELEVISION  
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# **Now watch! WSLS-TV, Roanoke, Va., has appointed Blair Television.**



Aggressive WSLS-TV, Roanoke, looks out over Western Virginia's largest trading area. Known as the "shopping center of Western Virginia," it includes over 1,200,000 people. This prosperous center for manufacturing, wholesaling, banking, and tourism is growing like wildfire. Which is one reason why WSLS-TV, NBC-TV for Roanoke, is growing so fast. WSLS-TV, a Park Broadcasting station, reaches more people than all the daily newspapers within a 50-mile radius. And now this leading station has appointed the nation's leading broadcast representative, John Blair & Company. When you want to know what's cooking with the over-a-million people of the Roanoke-Lynchburg area — ask your Blair man.

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## WNCT-TV – Greenville-New Bern-Washington (CBS-TV)

Far and away the winner in this thriving East Carolina television market with a 50% Metro Share and 52% share-of-homes delivered in the overall 9 A.M.-12 Midnight day-part – and it's up 8% over last spring. WNCT-TV – first station on the air in the market (12/22/53)... and still growing. <sup>2</sup>

## WDEF-TV – Chattanooga (CBS-TV)

The station on the go with the market's biggest gains in audience from the impact of its new tower and greater picture power – plus the largest, best-equipped TV news operation in the market. WDEF-TV – First station on the air in Chattanooga (4/15/54) – setting the market pace for growth! <sup>3</sup>

## WJHL-TV – Johnson City-Bristol (CBS-TV)

Already registering the market's most important gains in share-of-homes – and soon to throw the switch on Tennessee's highest tower – to start a new era of growth. WJHL-TV – first station on the air in the market (10/26/53) – with exciting, new horizons ahead! <sup>4</sup>

## WUTR-TV – Utica-Rome (ABC-TV)

It's the newest, brightest television station in the big, bustling Mohawk Valley complex. First on the air with great, full-time ABC-TV programming – the choice of more and more viewers every day in the Utica-Rome market off the air and on the cable!



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## Snyder schneidered?

John Snyder, state treasurer of Indiana, who stepped out of contest for Republican nomination for Senate, leaving Representative Richard L. Roudebush to run in November elections, is getting federal appointment, but not necessarily to FCC. That's word from Capitol Hill, based on senatorial contacts direct with White House. Mr. Snyder was slated for FCC to succeed Democrat Kenneth Cox, in \$38,000 commissionership. But "commitment" evidently can be fulfilled through appointment to another agency—possibly Federal Trade Commission on which vacancy exists, at same pay.

Who will succeed to FCC vacancy appears less certain. Incumbent FCC Commissioner Robert Wells, whose short-term appointment ends year from now, had been offered new seven-year slot but was reluctant to make what he felt was long-term commitment. There were renewed signs last week that new life had been infused in parlay whereby this would be accomplished with one-year term going to one of several GOP prospects on relatively nonpolitical basis. But inordinate delay on Wells nomination could conceivably result in seven-year term going to newcomer.

## Arrival and departure

Only formalities remain before appointment of general counsel of FCC to succeed Democrat Henry Geller, who will move to another post in agency. Choice of Chairman Dean Burch is said to be Richard E. Wiley, 35, Republican and partner in Chicago law firm of Beurditt, Calkins & Wiley. Mr. Wiley was active in Nixon campaign. Mr. Burch reportedly is waiting for arrival of successor to outgoing Commissioner Kenneth Cox (see above) before submitting Mr. Wiley's name for routine approval of FCC members.

## Windfall in making?

Television Bureau of Advertising has its eye on huge new field of potential broadcast advertising revenues, so big that eventually it could make impending loss of cigarette money seem small. It's packaged-goods manufacturers' cents-off promotion field, currently upset by moves of Federal Trade Commission and Food and Drug Administration to regulate it.

Number of manufacturers have indicated they're considering switch from cents-off to other forms of promotion.

TVB hopes to get some to switch that money instead to advertising—TV advertising specifically, of course—to see if that extra advertising push won't stimulate sales as much as or even better than cents-off has been doing. It would necessarily be company-by-company approach, but cents-off in total is said to represent "hundreds of millions of dollars."

## Still on hook

FCC may not make it easy for Voice of Los Angeles to back out of its challenge to NBC for license to NBC's channel 4 Los Angeles. Commission is leaning toward rejection of parties' settlement deal whereby NBC would pay Voice \$102,400 for costs assertedly incurred so far in prosecuting rival application for channel now occupied by KNBC(TV). Commission is said to be closely divided on issue, so switch in majority is possible. Under terms of proposed settlement, Voice would stay in contest if FCC turned down payoff plan.

In related aspect of case, FCC is expected to grant NBC's petition to delete character-qualification issue that FCC Review Board, on urging of Voice, inserted in KNBC hearing. Issue involves NBC's alleged improprieties in overseeing two game shows and one awards program.

## Spot splurge

Bristol-Myers' Drackett Co. plans heavy broadcast support for national introduction of new Drano product. TV personality Dave Garroway will be spokesman for industrial-strength drain cleaner, now in test. Drackett has spent almost \$100,000 on spot TV over two-month period in eight West Coast test markets. Agency is Ogilvy & Mather, New York.

## Elusive goal

Commissioner Robert Wells, selected by FCC to tackle backlog problems in broadcast applications and renewals has conferred with Broadcast Bureau officials on three occasions during past fortnight to try to find what he hopes will be "magic formula." First task is to determine what local programing survey data FCC needs to provide staff with appropriate guidelines.

As of last week, there were 588 license-renewal cases in abeyance because of incomplete data, mainly re-

garding surveys of local needs. Mr. Wells, only broadcaster on FCC, is maintaining liaison with George S. Smith, chief of Broadcast Bureau, and Robert J. Rawson, chief of renewal and transfer division, on ways to break log jam.

## Texas bound

John C. Butler, executive vice president and national sales manager of H-R Representatives, New York, is understood to be resigning shortly to become vice president and general manager of KRLD(AM) Dallas. Mr. Butler will succeed William A. Roberts, long-time general manager of KRLD, who is slated to join Times Herald Printing Corp., Dallas, which has sold radio station to private local group and has sold KRLD-TV and *Dallas Times Herald* to Times Mirror Co. of Los Angeles. Station sales await FCC approval.

## Williams on ETV

In unusual transaction involving famous playwright, WNDT(TV) New York, non-commercial station, has purchased, for undisclosed amount, "I Can't Imagine Tomorrow," new and still unpublished one-hour play by Tennessee Williams, world premiere in late September. It will be coupled with "Talk to Me like the Rain and Let Me Listen," play written by Mr. Williams and staged on Broadway 20 years ago.

## The pinch

Doyle Dane Bernbach, agency that could always afford to be stand-offish, is starting to look slightly hungry. Indicators are that New York agency will begin pitching for new business for first time. Other hard and fast DDB policies are caving in. In past, agency was reluctant to do post-testing of commercials but if client insisted, would go along—and client would pay tab. Sign of times: on one account DDB research department is now post-testing gratis.

## No rump or reason

Whether or not "rump" meeting of several radio board members was held last Monday to talk of split with National Association of Broadcasters, publication of report (BROADCASTING, June 23) stimulated debate at board sessions. While unity was espoused by all, several radio directors did express dissatisfaction over what they felt was inordinate attention to TV and other staff activity.

# PROMISES, PROMISES, PROMISES...

**In April MGM Television said:**

**"We will begin our diversification program by putting into production first run series for syndication."**

**In June MGM Television says:**

**"Three new series designed for first run syndication are in pre-production: THE HANK WILLIAMS, JR. SHOW, MAN-TO-MAN and HIGH SPEED LIVING."**

**In July MGM Television promises . . .**

**"Full details of these exciting and exclusively different series will be presented to stations as highlight opportunities for 1970-'71 schedules."**

And more to come from MGM Television.



In half-dozen actions last week FCC unveils its conception of role CATV should play in nation's evolving communications system. In offering: variety of broad-band services, two-way hook-ups, channels galore. See . . .

## FCC at last drops all those shoes . . . 23

Broadcasters are generally glum, cable operators gratified over FCC's CATV actions last week. NAB President Vincent Wasilewski calls orders 'potentially disruptive of over-the-air broadcast service.' See . . .

## Cable package draws mixed reviews . . . 26

NAB's joint boards, meeting in Washington, agree to maintain present organization, vow to oppose FCC's cable package and proposed ruling on divestiture of multiple properties. See . . .

## NAB boards don't rock the boat . . . 30

CBS President Frank Stanton announces network will periodically afford opposition air time—sometimes free—to present views and will also accept paid political fund-raising appeals between presidential campaigns. See . . .

## Opening TV to the political outs . . . 32

Consolidation of operations of WNBT(TV) New York and National Educational Television is in works. Under projected set-up, NET would use station's facilities and personnel for NET programming. See . . .

## Working agreement near for WNBT-NET . . . 41

In news programs, editorials and documentaries, radio has covered both disagreeable issues confronting nation and those of educational, cultural and patriotic importance. SPECIAL REPORT reviews some award-winners. See . . .

## Radio: 50 years old but strong of voice . . . 42

Network to provide news for black stations is formed by Robert R. Pauley, former president of ABC and Mutual radio networks, and producer Murry Woroner. Feeds to about 75 affiliates to begin in early 1971. See . . .

## Pauley, Woroner plan black network . . . 57

Broadcasters are generally critical in their comments on FCC proposal to require licensees to seek out spokesmen for contrasting views when they present programming dealing with controversial issues. See . . .

## Fairness plan gets cool reception . . . 58

American Advertising Federation, at annual meeting last week, hears calls for offensive action to achieve stronger self-regulation, promote greater social awareness and help close credibility gap in advertising. See . . .

## AAF moves to trump ad critics . . . 68

One of 16 'unreasonable' hazards to be scrutinized by Senate Commerce Subcommittee on Consumers is category of television sets, particularly color receivers, said to be fire-susceptible due to high voltages. See . . .

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### Broadcasting

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## Capcities' WFIL(AM) spin-off collapses

Philadelphia group can't consummate \$12.5-million buy

Tentative agreement for \$12.5-million sale of WFIL(AM) Philadelphia to insurance company and local residents (BROADCASTING, April 20) has been called off. Discussions were reported Friday (June 26) to be underway with "several other groups," including at least one group broadcaster, interested in buying.

WFIL is last of eight projected station spin-offs, at prices expected to total \$52 million or more, stemming from Capital Cities Broadcasting's purchase of Triangle Publications' WFIL-AM-FM-TV; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif., Triangle's syndication division and certain Philadelphia real estate in \$110-million transaction (BROADCASTING, Feb. 23, et seq.). All station sales are subject to customary condition of FCC approval.

Tentative agreement on WFIL(AM) called for sale to new corporation to be formed with Philadelphia Life Insurance Co. owning 80% and group of local residents to own 20%. Problem, it's understood, was that not more than half of that 20% was subscribed, reportedly in large part because of skidding stock market and uncertainty about economy.

Thomas S. Murphy, president of Capcities, confirmed Friday that deal had not gone through, but would not comment on reasons except to say it

could not have been result of any unusual development at WFIL. Station's ratings, sales, profits and future bookings are all higher now than year ago, he asserted, despite soft economy.

Projected \$1-million sale of WFIL-FM to Richer Communications Inc., group headed by station's general manager John L. Richer, was not affected by WFIL(AM) development.

Until WFIL deal came unstuck, plans for all contemplated spin-offs had been completed earlier in week with agreement in principle to sell KFRE-FM Fresno to Richard A. Ingraham and Richard A. Wagner, Californians with broadcast experience, and Mr. Wagner's father, Richard W., for \$105,000. Mr. Ingraham is former owner-manager of KLGS(FM) [now KTAO(FM)] Los Gatos, Calif., and younger Mr. Wagner has been chief engineer and program director of KREP(FM) Santa Clara, Calif.

Agreement had been reached earlier for sale of KFRE(AM) to Walter Lake of McGavren-Guild-PGW for \$875,000. Sale of KFRE-FM was delayed because station had been offered as gift to University of California at Fresno, which reluctantly declined.

First FCC application in series of projected spin-offs was filed Thursday (June 25) for approval of sale of Capcities' WSJZ-TV Huntington, W. Va., to group-owner Lee Enterprises for \$18 million. Others are expected to

be filed as soon as possible, starting within next two weeks.

Other planned spin-offs are Capcities' WTEN(TV) Albany, N.Y., to Poole Broadcasting for \$19 million; WNHC(AM) to owners of WERI-AM-FM Westerly, R.I., for \$850,000, and WNHC-FM to station manager, Robert Herpe, for \$125,000, in addition to KFRE radio stations and WFIL radio stations.

In separate transaction, Triangle has sold rest of its stations—WFBG-AM-FM-TV Altoona-Johnstown, Pa., WLYH-TV Lancaster-Lebanon, Pa., and WBNF-AM-FM-TV Binghamton, N.Y.—to George A. Koehler, general manager of Triangle's radio and TV division for \$16 million, contingent on FCC approval of other sales. Mr. Koehler plans to offer AM and FM stations for sale to groups interested in local radio broadcasting (BROADCASTING, May 11).

## NAB approves warchest

Commitment of \$300,000 to finance fight against FCC's proposed divestiture of multimedia ownerships and somewhat softened stand on CATV marked final day of last week's meeting of National Association of Broadcasters' board of directors Friday (June 26).

NAB board approved outright expenditure of \$100,000 for divestiture fight as requested by its Special Working Group on Media Structure and Service ("Closed Circuit," May 25). Douglas L. Manship, WBRZ-TV Baton Rouge,

## Four sales get FCC nod

Approval of sales of KHMO(AM) Hannibal, Mo., and three construction permits for Puerto Rico TV stations was announced Friday (June 26) by FCC.

Commission approved sale of KHMO by Mark Twain Broadcasting Co. to Springfield Broadcasting Co. Price was \$600,000. FCC made grant subject to outcome of amendment of multiple-ownership rules as they apply to bank holdings of broadcast stocks.

Jerrell A. Shepherd is president and principal stockholder of Mark Twain Broadcasting. Springfield Broadcasting is licensee of KGBX(AM) Springfield, Mo., and its parent company—Springfield Newspapers Inc. (publisher of morning *News*, evening *Leader & News* and Sunday *News & Leader*, all Springfield) owns 49.6% of Springfield TV

Inc., licensee of KYTV(TV) Springfield. Arch A. Watson is president of Springfield Newspapers; Keith G. Wells is president of Springfield Broadcasting.

KHMO is full time on 1070 kc with 5 kw day and 1kw night. Vote was 3-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting. Commissioners Kenneth A. Cox and H. Rex Lee abstained.

Commission also approved sales of construction permits for WUHT-TV San Juan, WUHM-TV Mayaguez and WUHP-TV Ponce, all Puerto Rico (formerly WITA-TV, WITB-TV and WITP-TV) from El Imparcial Broadcasting Corp. to United Hemisphere TV of Puerto Rico Inc. for \$200,000.

Mrs. Iris Mieres de Ayuso is president and controlling stockholder of sellers, who formerly owned WITA-AM-FM San Juan and WRJS(AM) San Ger-

man, P. R. Stations (now WJIT-AM-FM and WRSG[AM]) were sold earlier this year. San Juan AM-FM brought \$650,000; San German station was sold for \$80,000 (BROADCASTING, Feb. 2, 9).

United Hemisphere Television is subsidiary of United Hemisphere Productions Corp., San Juan company principally engaged in motion-picture production. Donald W. Fisher is director and 76% owner of United Hemisphere.

WUHT-TV (ch. 30) has been off air since June 1967 because of permittee's financial reverses. Construction permits for WUHM-TV (ch. 22) and WUHP-TV (ch. 20) were granted in December 1965, but stations were never built.

In granting sale of CP's. by vote of 4-to-3, (Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee dissented), FCC noted no profit is being realized from sales and question of trafficking is not involved.

head of committee, told board he would conduct drive to raise \$200,000 from broadcasters in addition to NAB's \$100,000. Most of money would be used for research (BROADCASTING, June 22).

Mr. Manship apparently succeeded in allaying fears of some small-market radio members who felt fight wasn't theirs. He said: "The proposal poses a great danger to the bulk of radio. . . . It prohibits you from growing in your own market."

Although CATV stance has been part of negotiations with cable industry, it was formalized by board in statement opposing FCC actions taken last week (see page 26). Resolution said: "Such profound changes in policy should be done by Congress, not the FCC." But NAB endorsed principle of increased diversity of programming and service but said it is not necessarily achieved by importation of signals of distant broadcast stations. Board said underserved areas should be supplemented by wired systems, warned continued unregulated growth of paid wire system is threat to continuing capability of broadcast system to maintain or improve present quality of local service.

NAB board declined to go along with proposals for lawsuit challenging law banning cigarette commercials from air, but agreed in principle with Mutual Broadcasting System stand that law is discriminatory and of doubtful constitutionality. Proposal for suit was made by Mutual president, Victor Diehm, May 21 (BROADCASTING, May 25). Mutual affiliates had asked issue be carried to Supreme Court.

Cigarette-suit issue inspired considerable discussion at session of radio board and joint board. Willard Walbridge, joint board chairman, said NAB staff had prepared blow-by-blow history of cigarette issue and those board members who wanted more action appeared satisfied they had received "fair shake." Mr. Walbridge said board had been unable to get firm legal backing for filing suit and felt joining action now would "do more harm than good." He said on this issue "we are going into a period of watchful waiting."

During sessions of both boards and joint board, Paul Comstock, NAB vice president, government affairs, was under fire from floor, particularly from new board members, on chief issues facing broadcasters on government front. But Mr. Walbridge said, at conclusion of sessions. "it was one of those meetings where freshmen came in with good ideas, stimulated discussion and got answers. It looks like we have a great team. I'm very happy with the NAB board meeting."

Board approved additional \$5,000 for John Couric, vice president, public relations, to promote 50th anniversary of

## Week's Headliners



Dr. Whitehead

**Dr. Clay T. Whitehead**, 32, special assistant to President, is to be nominated to be first director of new Office of Telecommunications Policy, President Nixon announced Friday (June 26). OTP, which replaces Office of Telecommunications Management, will be located in White House and is designed to strengthen President's role in formulating and administering telecommunications policy (BROADCASTING, April 27).

**Fred Silverman**, VP, program planning and development, CBS-TV Network, named VP, programs. He succeeds **Michael H. Dann**, senior VP, programs, who has resigned to become VP and assistant to president (Mrs. Joan Ganz Cooney) of Children's Television Workshop, producer of *Sesame Street* (story, page 63).

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

broadcasting. It's primarily for history of broadcasting book being published. Already appropriated was \$70,000.

Agitation to change convention sites beginning in 1974 was referred to committee. Everett Revercomb, NAB secretary-treasurer, will investigate possibility of change. Chicago already is selected for 1971 and 1972 and Washington will be 1973 location.

### News parley at FCC

FCC Chairman Dean Burch says news media should be prepared to take criticism from public officials—and to talk back. No purpose is served in making press "a priesthood not subject to criticism," he said.

Chairman made remarks in meeting commission held Friday (June 26) with directors of Radio-Television News Directors Association. Directors had requested meeting to inform commission of problems faced by broadcast journalists.

Chairman Burch mentioned one of those problems by name—Vice President Agnew—when he said neither he nor Vice President had taken vow of not criticizing press when they assumed public office.

Give and take between news media and officials, he said, improves "whole picture."

One of principal problems troubling directors was what J. W. (Bill) Roberts, president of RTNDA, said was "subtle censorship involved" in commission referral to stations of complaints it receives about their news operations.

Complaints, whether commission eventually dismisses them or not, he said, persuade "less courageous manager or news director" to play it safe when controversial issue arises in his community, "and to do less than thorough job of digging into it."

Commissioners did not offer much hope that any changes would be made. Chairman Burch noted that staff now handles many complaints routinely, without reference to commission. And Commissioner Nicholas Johnson pointed to series of decisions in which commission stated it would not attempt to be arbiter of truth of news reports.

### Accord in Jacksonville

Long-disputed contest over operation of channel 12 in Jacksonville, Fla. (now occupied by WFGA-TV) has been settled, subject to FCC approval, according to Wometco Enterprises Inc. announcement Friday (June 26).

Four applicants for channel are parties to agreement; one of them is Florida-Georgia Television Co., 45½% owned by Miami-based Wometco.

Under terms of agreement, Florida-Georgia and three other applicants would form new company—Channel 12 of Jacksonville Inc.—which would purchase all of Florida-Georgia's assets for some \$2.9 million.

Florida-Georgia would be liquidated and all of its assets, including its 26⅔% interest in the new corporation would be distributed to its stockholders.

Wometco said its share in proposed settlement would be "substantially greater than its investment of approximately \$400,000" in Florida-Georgia.

Since April 1969 WFGA-TV has been operated jointly by Florida-Georgia and three other applicants, Florida Gateway Television Co., Community First Corp. and New Horizons Telecasting Co. (BROADCASTING, March 3, 1969).

Florida-Georgia won the Jacksonville license in 1957, but charges of ex-parte activities by other applicants led to long series of court cases and contested interim grants.

# About this time every year, we get an attack of immodesty.

365 days a year WMAL Radio's News staff goes about its regular business. Our goal for these days is to inform our listeners. And, when we get an award for doing our job well, we're proud of it. Proud enough to boast a little about it. So indulge us our yearly attack. Tomorrow we'll be back on the job covering the important news of the day for our

listeners, some of the best informed people in the Washington, D.C. metropolitan area. We try our best to keep them that way. This year, these outstanding awards have been presented to WMAL Radio by the Chesapeake Associated Press Broadcasters Association.



## **Outstanding news operation (Fourth Consecutive Year)**

WMAL Radio was cited as the station which gave evidence of the most complete general news service of the year and contributed most to the advancement of radio news in the area served. This is the most coveted award given by the Chesapeake Associated Press Broadcasters Association. WMAL Radio is the only station to win this award four years in a row.



## **Outstanding in-depth reporting**

This award is given to the stations displaying the best and most complete service or the most comprehensive in-depth reporting of news during the year. WMAL was honored for several news specials aired during 1969-70. They include coverage of the Moratorium demonstrations in October, the Mobilization march in November, the Virginia election campaign and a special report on crime in Washington, "Streets of Fear."



## **Outstanding Public Affairs Program or Series**

This award goes to the station broadcasting the most thought-provoking and stimulating discussion series or program. The WMAL news team was cited for the hour long program "Prospects for the 70's," a discussion of the coming decade.

# WMAL RADIO

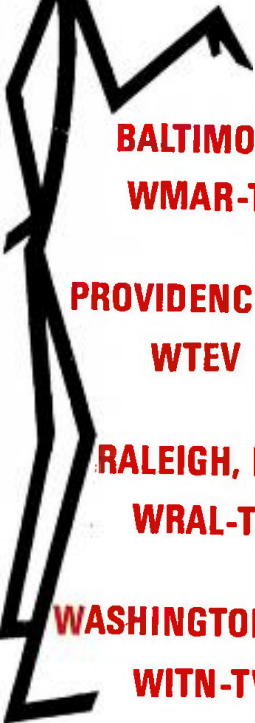
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WRAL-TV**

**WASHINGTON, N.C.  
WITN-TV**

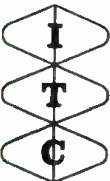
**114 HOUR  
EPISODES**

STARRING

**ROGER MOORE**

CREATED BY

**LESLIE CHARTERIS**



**INDEPENDENT**

**TELEVISION**

**CORPORATION**

555 Madison Ave., N.Y., N.Y. 10022  
(212) 755-2100

## **Datebook**

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

■ Indicates first or revised listing.

### June

June 28-July 1—Summer meeting of *National Association of Farm Broadcasters*. Speakers include Secretary of Agriculture Clifford M. Hardin and FCC Commissioner Robert Wells. Panels will be presented on environment and rural development. Shoreham hotel, Washington.

June 28-July 1—Consumer electronics show at Americana and New York Hilton hotels, New York.

June 29—*State Department's National Foreign Policy Conference* for editors and broadcasters. Hilton hotel, San Francisco. Request invitations by writing Director, Office of Media Services, Department of State, Washington 20520.

■June 29—Deadline for comments on proposed *FCC* rulemaking concerning obligations of licensees under fairness doctrine. Previous date was June 22.

### July

■July 5-17—Annual seminar in marketing management and advertising conducted by *Harvard Business School*, Cambridge, Mass.

July 6-8—First national conference on films and television for children, sponsored by *Center for Understanding Media* under grant from Edward E. Ford Foundation. Commodore hotel, New York.

July 7—Deadline for commercial UHF-VHF's to file new Grade A and B field contour maps with *FCC*.

July 8—Meeting of *New England Cable Television Association*, Holiday Inn, Augusta, Me.

July 8—Annual meeting of *Technicolor Inc.*, Wilmington, Del.

■July 8-10—Annual meeting of *National Broadcast Editorial Conference*, Park City, Utah. Speakers include Herbert G. Klein, President Nixon's director of communications.

■July 10—Annual stockholders meeting, *Movielab Inc.* Movielab Building, New York.

July 12-14—Annual summer management conference of *South Carolina Broadcasters Association*. Sheraton Fort Sumter hotel, Charleston, S.C.

July 12-24—Annual management development seminar of *National Association of Broadcasters*, Harvard University, Cambridge, Mass.

■July 13—Deadline for reply comments on *FCC's* proposed rulemaking concerning obligations of licensees under fairness doctrine. Previous date was July 6.

July 13-14—Meeting of *New York State Broadcasters Association*. Otesaga hotel, Cooperstown.

July 13-15—Workshop for middle management personnel, *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

July 14—Annual-stockholders meeting, *Taft Broadcasting Co.* Cincinnati.

July 17—Board meeting of *Institute of Broadcasting Financial Management*. WCCO-TV Townhouse, Minneapolis.

■July 17-19—Meeting of board of directors, *American Women in Radio and Television, Inc.* Quality Court motel, Aberdeen, Md.

July 20—*FCC* evidentiary hearing in competitive proceeding for *WPIX(TV)* New

York, previously scheduled for May 4. Location to be announced.

July 27-29—Seminar on system design for CATV technicians, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

### August

■Aug. 1-14—Annual meeting, *American Bar Association*. Sessions scheduled on copyright, administrative, antitrust and public utility law. Chase Park hotel and others, St. Louis.

■Aug. 17-18—CATV engineering seminar, State College, Pa. For further information, contact Mr. George P. Dixon, with C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Aug. 19-21—Technician orientation program on use of C-COR equipment. State College, Pa. For further information, contact Mr. Tom Kenly, C-COR Electronics, State College, Pa. 16801, (814) 238-2461.

■Aug. 20—*Association of National Advertisers* workshop on marketing information systems, Plaza hotel, New York. Program will be based primarily on presentations of case histories.

Aug. 20-23—Meeting of *West Virginia Broadcasters Association*. The Greenbrier, White Sulphur Springs.

Aug. 24-Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madsen, executive director film, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation, Ohio State University, Columbus.

August 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

### September

■Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.*, St. Louis.

■Sept. 14-15—CATV engineering seminar. Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

Sept. 11-13—Meeting of *Maine Association of Broadcasters*. Sebasco Lodge, Sebasco Estates.

Sept. 15—*FCC* hearing on renewal of Frontier Broadcasting Co. for *KFBC-TV*, Cheyenne, Wyo.

■Sept. 15—*FCC* evidentiary hearing in competitive proceeding for *WPIX(TV)* New York, to be held there. Previously scheduled for July 20.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.

■Sept. 16-18—Technician orientation program on use of C-COR equipment. Los Angeles. Contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

■Sept. 21-22—CATV engineering seminar. Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently. Denver.



**EDWARD R. MURROW  
PUBLIC AFFAIRS AWARD FOR 1969  
"THE WEED OF REBELLION"**

The Radio Television News Directors' Association has awarded its Edward R. Murrow International Documentary Award for 1969 to WMAL Radio for its three-part presentation, "The Weed of Rebellion". Judged the "... outstanding effort of the year ..." in competition with radio stations throughout the United States and Canada, "The Weed of Rebellion" concerned the problems of the widespread use of marijuana by Washington area students.

In their decision the judges said "... if there is such a thing as 'audio verite', WMAL has achieved it

in these programs ... a very thoroughly documented report which covers not only the facts of the situation, but also goes intensively into the sociological implications ..."

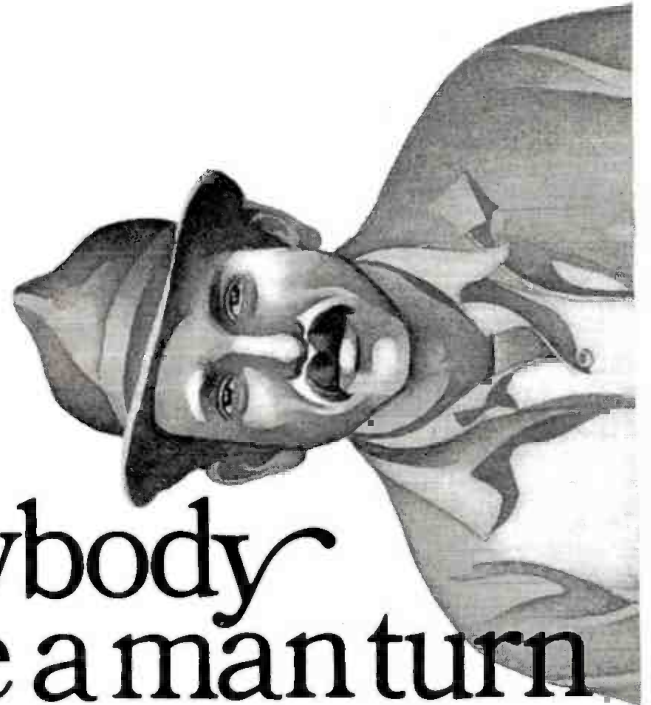
WMAL Radio is proud of its News & Public Affairs Department ... proud to be cited for achievement by its colleagues. WMAL Radio will continue to carry out its responsibility to the people of the Metropolitan Washington Area ... a responsibility to serve their best interests ... in the tradition of a great broadcast newsman, Edward R. Murrow.

**WMAL  
RADIO**

THE EVENING STAR BROADCASTING CO.  
WASHINGTON, D.C.

National Representatives: McGavren/Guild/PGW Radio, Inc.





# Everybody likes to see a man turn into a success.

It starts off like any other day. Arnie Nuvo gulps down a cup of coffee with his wife and teen-agers, then dashes off to his job as loading dock foreman at the Continental Flange Company.

And that's when it stops being like any other day.

Because when he comes home that evening, Arnie isn't a working stiff anymore.

Arnie is Director of Product Improvement for the Continental Flange Company.

With his name on the door, a carpet on the floor, and a salary he still can't believe.

We won't tell you how it all comes about; you'll have to see it to believe it, anyway.

But we will say that the whole premise of *Arnie* is hilarious.

And immensely appealing. After all, isn't the Great American Dream built on the notion that an ordinary guy can make it to the top?

*Arnie* stars Herschel Bernardi, a distinguished actor whose recent successes include *Fiddler on the Roof* and *Zorba the Greek* on Broadway.

It co-stars Roger Bowen, winner of high critical praise for his role in *M\*A\*S\*H*, and Sue Ane Langdon, who appears in the forthcoming film *Cheyenne Social Club*.

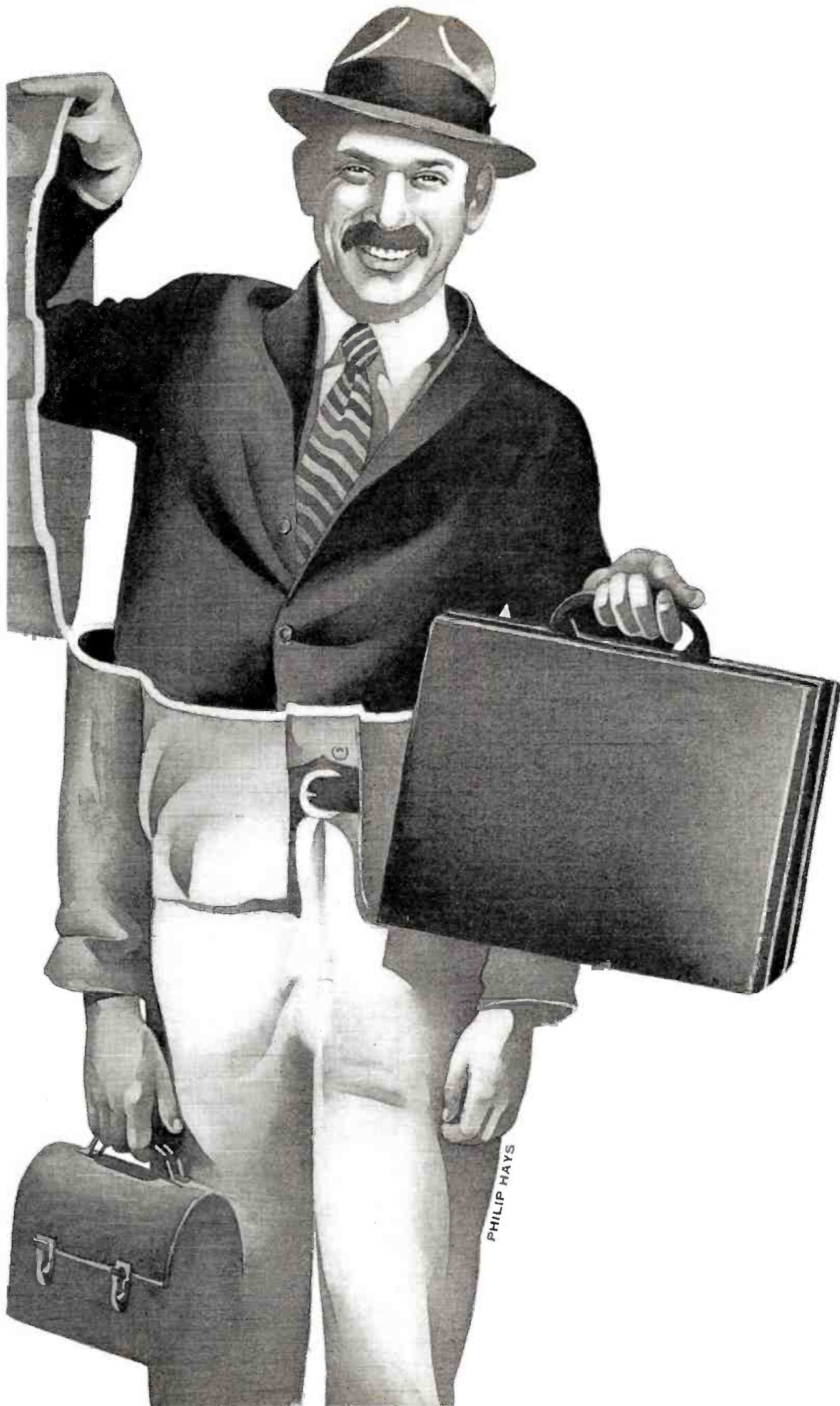
And it premieres this fall, when, we suspect, it will begin to prove once more that nothing succeeds like success.



**CBS** 

We're putting it all together this fall.





PHILIP HAYS

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

# Broadcasting

THE BUSINESSNESS OF TELEVISION AND RADIO

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

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

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BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932. Broadcast Reporter in 1933. Telecast\* in 1953 and Television\* in 1961. Broadcasting-Telecasting\* was introduced in 1946.

\*Reg. U.S. Patent Office.

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## OpenMike®

### Plaudits for TV special

EDITOR: Just want to congratulate you on the excellent "Special Report: The Many Worlds of Local Television," which appeared in BROADCASTING, June 22. You do local television a great service with such appreciative recognition. — *Carol Thacher, administrator, press and publicity, WRC-TV Washington.*

### Adjustment on viewing tabs

EDITOR: Thanks for the fine story you carried on our summer TV study (BROADCASTING, June 8). Unfortunately, we picked up the numbers from some slides we recently made, and there were two errors which were carried over. For late-night viewing 11 p.m. to 1 a.m., the information we supplied was:

	Winter	Summer
Teen-age girls	4.7	13.0
Teen-age boys	2.4	17.5
Corrected information should read:		
	Winter	Summer
Teen-age girls	9.7	13.0
Teen-age boys	10.7	17.5

The point is still valid. There is a sizable increase in teen-age summer viewing, but not quite as large as we thought. — *Harry Spiegel, vice president, sales and marketing, Television Bureau of Advertising, New York.*

### Total involvement sought

EDITOR: One must wonder if the use by U. S. Steel Corp. of the modern idiom "We're Involved" without the commit-

ment thereby implied will backfire and make that company's return to TV advertising less than successful (BROADCASTING, June 8).

It would seem that there is a real bonanza both in sales and image to be reaped by advertisers who become truly involved in those problems which greatly concern our people, such as Vietnam, the draft, the drug problem. . . . The recently expressed views of our youth leaders holding big business in contempt for its apparent lack of involvement indicates that the proper image is not getting over and should concern top executives as to the effect on future sales. — *Charles Rutkin, attorney, Beverly Hills, Calif.*

### Way to halt bombings

EDITOR: I wish to commend BROADCASTING and [National Association of Broadcasters Board Chairman] Willard Walbridge in their attempts to assure that the malicious disruption of internal communications in our nation will be properly investigated. An act of Congress may be required to properly delegate to the federal government the protection of interstate communications, and I would think that the enthusiastic sponsorship of such legislation would normally flow from broadcasters themselves. — *Weyman Walker, president, Civic Communications Corp., Houston.* (Mr. Walker refers to a letter written by Mr. Walbridge to the Department of Justice expressing concern over the bombing of a Pacifica Foundation-owned station in Houston. Mr. Walbridge asked Justice for clarification of the broadcaster's protection under federal law [BROADCASTING, May 18, June 8]).

## BookNotes

"From Those Wonderful Folks Who Gave You Pearl Harbor," by Jerry Della Femina, edited by Charles Sopkin. Simon and Schuster, New York. 253 pp. \$6.50.

This exploration of a business that can be both neurotic and lucrative offers an entertaining enough explanation of the inner workings of the advertising industry to appeal to the layman and enough gossip to hold the insider's interest.

Jerry Della Femina, something of a whiz kid himself, who now at 33 heads his own agency and who, in turn, feels a younger generation breathing down his neck, has it in for what he describes as the big calcified agencies. He is fascinated by advertising's nervous tics, which he relates in anecdotal fashion,

with special emphasis on the zany antics of copywriter and art-director colleagues. He writes about good campaigns (the Jolly Green Giant, the Marlboro Man) and flops (Bert & Harry Piel, Speedy Alka-Seltzer).

Of particular interest are the funny, usually unkind things he says about his confrontations with the National Association of Broadcasters' television code office over Feminique, his feminine-hygiene account. His credibility lapses, however, on the subject of tobacco advertising on TV, which he sums up thusly: "The networks can't keep carrying cigarette advertising and then give equal time to the anticigarette advertising and still stay in business. To get out of this bind, they're giving up the cigarette business."

# we're ready NOW!



We're all set for the new television season! Your suggestions received immediate attention. Changes were made early so you can be assured of trouble-free, on-schedule report delivery.

We have added a lot. We have retained our basic convenient-to-use Viewer In Profile format. Some of the new things you'll find are: new demographic building blocks on age of women, an alphabetical program listing, expanded DMA persons rating, more adjacent quarter-hour data, preempting programs reported by time periods throughout the book, and a new audience category relating to miles driven.

NSI's measurement schedule has been expanded too: Now three all market measurements a year plus an early Fall look at 50 markets and a summer wrap-up for 69 markets.

We also ask you to consider NSI's track record. Thorough pre-testing. Reliable trends and quality year after year.

The race is a long way from over, but we think we have a winner. Get an early start on your television season. Call your NSI representative today. He'll give you the whole story on NSI—one step ahead.

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## Why TV proves attractive to retail advertisers

---

It's easy for a retailer to swing in television if the local TV stations are cooperative and aggressive, if the vendors are susceptible to salesmanship and persuasion, and if the buyers and merchandise managers are sold on the value of TV and in turn communicate and convince the vendors that our program has real merit for all concerned.

Fortunately, our TV ventures have proved a persuasive selling point.

At Brandeis we have seven merchandise divisions and seven divisional merchandise managers; reporting to them are 93 buyers and all of them are convinced that they are advertising experts, not only in broadcast, but also in print. Imagine trying to satisfy about a hundred aggressive, greedy advertisers.

Television is an important part of our over-all media plans, and we use it several ways.

Brandeis began a regular TV schedule four years ago with three one-minute spots per week within the first half hour of *The Tonight Show Starring Johnny Carson*, a schedule that has gradually increased to about 1,225 one-minute spots per year.

We also favor spots in newscasts because they are in a prestige format and because their reach and impact enable us to do an effective selling job with a limited number of announcements.

Three years ago we began the practice of scheduling two 30-second spots back-to-back. We have found this to be most effective and, probably more than any other single factor, it has enabled us to increase our TV usage. There is no question that TV advertising is expensive, but by using the piggy-back technique, it has been possible for us to reduce the cost per commercial message to a point where it is feasible for us to use the medium efficiently.

We use TV commercials to underscore for our potential customers several aspects of the Brandeis department-store operation. Image-building impacts, for instance, point up the fact that Brandeis is important in the community, a solid institution and one keeping pace with the changing times, a charitable institution that is definitely involved with civic and state problems.

Fashion-authority commercials sell fashion and Brandeis dominance in the fashion area, be it ready-to-wear, men's apparel, accessories or home furnishings. Assortment-impression commer-

cials underline the fact that we have tremendous assortments of a specific item. We have had commercials where we have shown 30 different coffee-makers, promoted the broadest selection of cosmetics, shown mass displays of handbags. Sometimes these commercials take the form of subliminal assortment impact using multiple slides usually about two per second, thus showing over 40 items in the 30-second spot.

We use TV for hard sell, promoting as aggressively as we know how price and value such as Brandeis "best buys," storewide sales, a department or divisional or home-furnishing warehouse sales.

Debut ads are great on television because we can move so quickly to offer a new item, new classification or new interpretation of an accepted item first in the city and the area.

An important part of our television exposure is market testing on behalf of suppliers; we try to be very flexible and agree to share the costs with the vendor. Thus, we have convinced many vendors to use Omaha as a test market for their first venture into TV.

All in all, we at Brandeis are convinced that TV is a very important portion of our media mix. We frequently use television to underline or accent an item or classification advertised in print. And if the item appears good in print, TV will make it better.

Vendor co-op money has always been an important consideration in budgeting for department-store advertising. Until recently, however, vendor co-op money has been restricted almost

entirely for use in newspaper. We believe in TV advertising, and we have worked very hard to convince those in co-op efforts that they can benefit, along with us, through the use of the medium.

There have been many problems, not the least of which is the prevalent opinion that TV advertising is "too expensive for us." A case in point: About a year-and-a-half ago, I talked with Charles Kaufman, president of Schiaparelli, makers of cosmetics, fashion watches and hosiery. We discussed co-op advertising, and I suggested his use of TV in this market. His response was that he couldn't afford to spend ten grand in one market. When I told him what it would cost in Omaha, taking advantage of our frequency and volume discounts, he was amazed. Furthermore, we were able to produce a high-quality commercial for use here at a very modest cost to him. That was the beginning of a very sizeable co-op campaign that was extremely beneficial to Schiaparelli, to Brandeis, and I might say, to the Omaha stations.

Sure, we've had our successes with TV advertising, and I suppose we've had our failures too. Actually it's very difficult to measure success or failure in most cases for the usual reasons: Most of our advertising involves the use of more than one medium, and even in those situations where only TV is used, it is usually difficult to measure specific sales results. But we have had enough success with TV to know that the audience is there, and if we reach the right segment of that audience with the right message, they'll respond.



*Lester K. Marcus is vice president, general merchandise manager and sales-promotion director of Brandeis department stores, based in Omaha. He joined Brandeis in 1940 as a jewelry buyer, was named main-floor merchandising manager in 1946, sales-promotion director in 1966 and assumed his current positions in 1968-69. He is a native of Montello, Wis., and is a graduate of Marquette University, Milwaukee. Mr. Marcus is on the board of directors of the Omaha Better Business Bureau.*

# The four horsemen of **WGN** RADIO 720

Nobody bridges the generation gap like Roy Leonard. He communicates with both sides, plays their music. It's made his morning and afternoon shows top listening spots in Chicago. Mon. through Fri., from 10 a.m. to noon and 1 to 2 p.m. Sat., 9 a.m. to noon.

There's nobody on radio quite like Howard Miller. He's new on WGN. But he's one of the most popular radio personalities in Chicago. Mon. through Fri., 4 to 7 p.m.

Nobody knows housewives like Eddie Hubbard. He plays their kind of music, talks their kind of language. That's what makes him an afternoon favorite with Chicago homemakers. Mon. through Fri., 2 to 4 p.m.

Nobody turns on as many morning listeners as Wally Phillips. And the ratings back him up. Wally delivers the largest morning audience in the Chicago Metropolitan market. Mon. through Fri., 6 to 10 a.m.



To some people these guys may just be four jockeys. But for the best buy in Chicago radio, they're the odds-on favorites.

"Royal" the horse,  
courtesy of  
D. J. Quarterhorse Ranch,  
Libertyville, Illinois.







# We can make such beautiful pictures together.

Cameras and video tape recorders have to work together.

So it's only logical they should be designed to the same high level of performance.

But RCA is the only maker who designs and builds both a camera and VTR as fine as the TK-44 color camera and the TR-70 tape recorder. They were made for each other.

Which is why they have a combination of features others are struggling to catch up to.

Like the camera's Chroma-Comp color control that lets you have your color any way you want it without affecting the gray scale. Or comb-and-core edge enhancement so you can

make hard things hard and soft things soft.

Like the recorder's ability to capture all this detail on fifth-generation dubs you can hardly tell from masters. Like RCA's unique Chroma Amplitude and Velocity Error Corrector—CAVEC, to eliminate color banding.

The proof of all this is our picture and our specs, both of which we'll gladly show you.

So if your problem is getting a picture you and your viewers love, we've got a sweetheart of a solution. Twice.

The RCA logo is rendered in a bold, red, sans-serif font. The letters are thick and blocky, with a slight shadow or depth to them, giving it a three-dimensional appearance. The 'R' and 'C' are particularly prominent.

# Extras.

## Read all about it.

We know our people would do the same great job even without all these awards—more than most of us dream of.

But they do their work in public. So we think it's right to callout a public "Well done!" when they get something extra for it.

Thank you. To those who earned them. And to those who gave them.

**Three First Place Michigan Associated Press Awards:**

for "General Excellence of Overall News Presentation"

for "General Excellence of Individual Reporting"

(Rod Hansen)

for "Spot News" (coverage of New Bethel shooting incident)

**Two First Place Detroit Press Club Foundation Awards:**

for "Distinguished Reporting of an Event under Immediate Deadline" (WJR News Staff for New Bethel incident)

for "Distinguished Presentation of Documentary Material written and produced by Station Personnel" (WJR News Editor Oscar Frenette for "Who Will Listen")

**The Robert F. Kennedy Journalism Award:**

for "Outstanding Coverage of the Problems of Poverty and Discrimination" (WJR News Editor Phil Jones for documentary—"I Am Not Alone," the problem of race relations among policemen)

**The Freedoms Foundation George Washington Honor Medal Award:**

for "Portrait of Time and Man" (Mike Whorf's Kaleidoscope program based on the presidency of Abraham Lincoln)

**The San Francisco State College Broadcast Media Award—  
and The Catholic Broadcasters Association Gabriel Award:**

for "Excellence in Local Programming" ("Quest for Mystique," series about problems of youth in an age of new mores, drugs and changing religions—produced and narrated by Oscar Frenette)

**The Alfred P. Sloan Award:**

for "public service announcements promoting highway traffic safety" (WJR's Chief Announcer Charlie Park)



## FCC at last drops all those shoes

It releases package of CATV actions and proposals that look toward surge of cable growth everywhere

In half a dozen actions last week, the FCC sketched its vision of the role CATV is to play in the future of the nation's communications system. The image is not distinct in all details, since most of the actions are merely proposals, subject to change; but the main outlines are clear. And they reveal an industry comprising highly efficient CATV systems with the capacity to do more than merely import distant television signals and originate programming (cablecast). They would also provide a variety of broad-band services, including two-way communications, deliver programming aimed at specific communities within their markets to promote citizen involvement in community affairs, and make channels available to local governments and community groups.

The sketch reveals, also, an industry that would be used to subsidize educational television and pay copyright owners for the use of their material out of a central fund, but one that would be protected from stiff local franchise fees by the federal government. The federal government, in turn, would become an increasingly senior member in its partnership with local communities in the regulation of CATV.

The commission, in addition, sees CATV as an industry divorced from common ownership with television stations in the same market and with television networks anywhere. Rules to that effect were adopted. Still to be determined are the questions of CATV cross-ownership with radio stations and newspapers in the same markets, and of the limits of multiple ownership of CATV systems on a nationwide and regional basis.

What's more, the image manufactured by the FCC is not of an industry that holds a threat for UHF stations in markets where the distant signals will be imported but a promise of greater financial gain, for systems would delete

commercials from the distant signals and permit the local stations to sell advertising in the vacated time.

Thus, the product of the commission's labors provide few surprises. The outlines have generally been known as the policy developed over the past several weeks (BROADCASTING, May 25, et seq.). One surprise, though, is the pressure the commission is applying, in the form of unusually tight deadlines for comments in so complex a proceeding, in an apparent effort to resolve speedily the key proposal that in its formative stages was dubbed the CATV Public Dividend Plan. The commission is allowing 90 days for comments, another 45 for replies.

The commission votes on the actions ranged from 7-to-0, on proposed technical standards, to 4-to-3, on the dividend plan. Commissioners Kenneth A. Cox and Robert T. Bartley, who along with Commissioner Robert Wells dissented to the latter, were preparing statements making clear that their respective votes stem from different con-

### H&B buys program gear for 30 cable systems

H&B American Corp., Beverly Hills, Calif., has ordered about \$250,000 worth of program origination equipment from Telemation California Inc., a subsidiary of Telemation Inc., Salt Lake City.

Among the equipment purchased are 40 Bell & Howell color video-tape recorders and 480 reels of video tape, as well as studio equipment that includes two Ampex monochrome cameras and associated gear, for nine systems.

The origination apparatus will be used in 30 H&B CATV systems that have 3,500 or more subscribers in compliance with the FCC order that such systems begin local origination, originally by Jan 1, 1971 but last week delayed to April 1, 1971.

siderations.

Commissioner Cox, who has long favored a tough regulatory approach to CATV, does not share the vision of the future that the commission majority feels the Public Dividend Plan will bring. He doesn't think it will work. He says it will be "disruptive" and will leave UHF operators no better off financially than they are now. He will argue they should be permitted to concentrate their energies on doing the best they can on a single channel.

He also said last week that copyright owners would be "gypped" under the plan and that the program production markets would probably shrink, because stations would be unwilling to pay high prices for product if their audiences are to be fragmented by CATV. And while he favors educational television, he says it is Congress's job, not the commission's, to provide support for it.

Commissioner Bartley, who over the years has steadfastly opposed restrictions on CATV, objects to the fee the plan requires CATV systems to pay to subsidize educational television. He would permit systems to import any number of distant signals. He would, however, require systems to dedicate four channels to local public service.

The commission's actions were in the form of four proposed notices of rule-making, one order affirming rules requiring CATV to originate programming, and a combined final order and notice of rulemaking. Descriptions of the actions follow:

The commission would permit CATV systems in the top-100 markets to carry four distant independent signals (and any distant network programming needed to provide full network service) in addition to those of local stations. But it would require the systems to strip the commercials from the distant signals and substitute spots provided by local stations. Independent UHF stations would be given first priority in selling



the substitute commercials, network-affiliated UHF's second. However, any local stations, including VHF's, would be afforded the same opportunity on a showing of need.

In return for the right to import the distant signals, the CATV systems would be required to pay 5% of their subscription revenues quarterly to the Corp. for Public Broadcasting. The commission estimates this would provide CPB with about \$30 million for each 10 million subscribers. The notice suggests exempting systems with fewer than 3,500 subscribers.

The system could carry any number of distant educational television signals, subject only to approval by local ETV stations, and to the system's willingness to drop appeals for funds from the distant signals and substitute similar appeals from the local ETV outlets.

The commission feels that the stations benefitting from the commercial substitutions should pay for the switching equipment—these costs have been estimated at \$110,000 per CATV system—but it asked for comment on whether the CATV systems should share in the costs or bear the burden.

The commission discussed the copyright issue—though gingerly even though congressional action on copyright is essential to the importation proposal. It said parties could comment on the narrow issues of whether the over-all proposal was fair to copyright owners, but said it deferred to Congress in copyright matters. However, it offered Congress several suggestions, including the proposed 0.7% of gross revenues for each distant commercial signal and all ETV programming that has attracted most interest in discussions of the dividend plan.

Existing systems in the top-100 markets would not be affected by the proposed rules unless they expanded their trunk lines into new areas. Smaller-market systems would be exempt so far as their present complement of distant signals is concerned; however, the notice of rulemaking raises a question as to whether they should be required to substitute local commercials for those in distant signals that a system adds.

The commission, asserting that it has accepted the principle that it must seek to insure the development of CATV capacity sufficient to "serve specific organized functions," asked for comment on requirements that CATV systems make channels available for specific uses: for local governments, at no charge, and for free political broadcasts during political campaigns; for local groups wishing to present their views on issues; for lease to third parties that want to use a channel for a commercial operation, and for education.

The proposal was offered as an alter-

native to the retransmission-consent rule the commission proposed in its major notice of rulemaking issued on Dec. 13, 1968. The commission said that proposal, under which CATV systems would be required to obtain the consent of distant stations before importing their signals, is still open.

And the interim procedures requiring CATV systems interested in importing distant signals to abide by that proposal are still in effect. The new proposals are not to be adopted as interim measures, nor would they affect the present carriage and same-day nonduplication rules.

The commission said the economic and technical potential for CATV is so great and its potential for easing the problem of scarcity of available air time on television stations so promising that it was notifying CATV operators it would require minimum system capacities to meet foreseeable demand.

In the notice of rulemaking, it asked for comment on the feasibility of 20- and 40-channel systems. It said it intended in the future to require new systems to be capable of accommodating two-way communications.

And of probably greater significance it said it intended to require systems to equip communities within their franchise areas with production capability for programming a channel, and asked how this might be accomplished. The commission noted that various governmental programs are aimed at increasing citizen involvement in community affairs, and said CATV's potential as a vehicle for community self-expression could be employed to help achieve that goal.

The commission asked for comments on how it might determine a "community" within each market; it suggested that the selected community might consist of 25,000-50,000 households.

The technical standards it intended to adopt, the commission said, would require of most systems "a renewed attention to quality." The FCC said it would revise its standards or add new ones as development of technology indicated. The commission would require systems to establish a monitoring system to check the quality of the signal going into the subscriber's home. Existing systems would be given three years to comply with the new standards.

The commission adopted rules banning crossownership of CATV systems and television stations in the same market and prohibiting the television networks from owning cable systems anywhere. The rules require the breakup of the banned ownership interests in three years.

The action, which completes one aspect of the CATV rulemaking pro-

## How FCC would cut cables loose

### Actions taken and proposed add up to whole new system of CATV regulation

Here is a quick survey of the principal actions taken by the FCC last week on the regulation of cable television. (For details see story beginning in page 23).

**On CATV ownership** (Chairman Dean Burch and Commissioners Robert T. Bartley and H. Rex Lee voting for the action, with Kenneth A. Cox concurring, Nicholas Johnson concurring with statement, Robert E. Lee dissenting with statement and Robert Wells dissenting):

- Rule adopted to prohibit local crossownerships of CATV and television stations. Divestitures in three years.

- Rule adopted to prohibit television networks from owning CATV systems anywhere in the U.S. Divestitures in three years.

- Rule adopted to prohibit local crossownerships of CATV and translator stations, but with possibility of waivers in some situations.

- Rule proposed for multiple ownership of CATV systems as follows: limit of 50 systems with 1,000 or more subscribers each in 100 biggest population centers, according to a sliding scale of

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ceeding initiated on Dec. 13, 1968, prohibits a television licensee from owning a system even partially within his station's grade-B contour. Local crossownership of translator stations and CATV systems is also banned, although waivers would be granted in cases where a showing is made that crossownership is needed to permit an increase in broadcast or CATV service to the public.

The commission said it was barring the television networks from the CATV business because of "their predominate position on a nationwide basis through their affiliated stations in all markets, their control over network programming presented in prime time and their share of the network television audience."

The questions of radio and newspaper crossownership with CATV systems in the same markets, which had been part of the rulemaking proceeding involving television stations and networks, are being spun off.

The commission is coordinating consideration of newspaper-CATV crossownership with the pending rulemaking proceeding aimed at requiring the breakup of newspaper-broadcast and

distribution through the list of markets; for CATV owners who also own more than one television station, two AM's, two FM's or two newspapers, the CATV group limit would be reduced to 25 systems in the 100 biggest markets. As an alternative the FCC invited comments on a limit of 2 million subscribers for all CATV systems in a group.

▪ Comments requested on whether there should be restrictions in cross-ownership of CATV with radio stations, weekly newspapers, microwave carriers, CATV equipment manufacturers, national news magazines, advertising agencies.

▪ Action deferred on cross-ownership of CATV and daily newspapers—a subject to be coordinated with pending inquiry into newspaper-broadcasting cross-ownership.

**On distant-signal importation** (Mr. Burch and H. Rex Lee with Robert E. Lee and Mr. Johnson concurring with statements, Messrs. Bartley and Cox dissenting with statements and Mr. Wells dissenting):

▪ Rule proposed to permit CATV's in the top-100 markets to carry four distant independent signals in addition to locals. One condition: Commercials in distant-signals would be replaced by commercials provided by local UHF's or by VHF's that could prove their survival was threatened. (The FCC invited comments on whether the CATV's should share or bear the costs of substituting commercials.) Another condi-

tion: CATV's importing signals would be required to pay 5% of their subscription revenues to noncommercial broadcasting.

▪ Comments invited on whether this proposal is fair to copyright owners. (Several scales of copyright payments were mentioned, but with emphasis on the authority of Congress to set any such scales.)

▪ Comments invited on dedication of CATV channels (in addition to one for program origination [see below]) to such services as free use by local governments, free political broadcasts during campaigns, public-access channel, educational channels, common-carrier channels.

**On CATV program origination** (Mr. Burch, Robert E. Lee, H. Rex Lee, with Messrs. Cox and Wells concurring in the result, Messrs. Bartley and Johnson concurring in part and dissenting in part, with statements):

▪ Rule affirmed to require CATV's with more than 3,500 subscribers to originate programing—but with postponement of effective date from original Jan. 1, 1971, to April 1, 1971.

▪ Rule adopted to prohibit CATV's from distributing on pay-TV channel any of the program types denied to broadcast pay-TV service.

**On extending "antisiphoning" sports rule** (Messrs. Burch, Cox, Wells and Robert E. Lee and H. Rex Lee, with Messrs. Bartley and Johnson dissenting):

radio-TV holdings in the same market. And it invited comment on other CATV crossownership situations, including weekly newspapers, microwave carriers, CATV equipment manufacturers and advertising agencies.

The commission indicated it did not believe radio-CATV crossownership presents as serious a problem of concentration of media control as that involving television and CATV. It said that although CATV and radio compete, there are areas in which working arrangements between those media might be appropriate.

It asked for comment on the question in a separate notice of rulemaking in which it will consider alternative proposals for setting limits on CATV multiple ownership.

One would limit a CATV owner with no other media interests to a maximum of 50 systems with 1,000 or more subscribers in the top 100 population centers. If the CATV owner has ownership interests in more than one television station, two AM or FM stations or more than two newspapers, he would be limited to 25 systems in the top 100 population centers. The proposal also

sets limits according to the size of the markets in the top 100—for instance, a CATV operator could own only one system in the top three areas.

The alternate proposal would simply set a limit of two million on the number of subscribers a CATV operator could serve.

The commission, rejecting requests of CATV operators that CATV program origination be voluntary, affirmed rules it adopted in October requiring systems with more than 3,500 subscribers to originate programing. It said the requirement is "minimal in the light of the potentials of cablecasting." However, it postponed for three months the effective date of the rules, which had been Jan. 1, 1971.

At the same time, the commission applied to systems engaging in pay television, either on a special channel or on a per-program basis, the same rules it adopted to prevent over-the-air pay television from siphoning programs from free television. These generally bar the use of feature films more than two years old and the transmission of sports events that have been televised live in the CATV community during

▪ Rule proposed to prohibit the live presentation on pay television, whether distributed by air or wire, of sports events that have been carried on free television during any one of the preceding five years. (The rule now sets a two-year limit.)

**On pre-empting regulatory authority** (Mr. Burch and H. Rex Lee with Robert E. Lee and Mr. Johnson concurring, Mr. Cox concurring with statement, Mr. Bartley dissenting with statement and Mr. Wells dissenting):

▪ Rule proposed to give local governments authority to investigate character and proposed service of franchise applicants, certifying information to FCC—which would make final decision and establish regulation of rates, maintenance and expansion.

▪ Rule proposed to set 2% of CATV's gross revenues as limit of franchise fees to be charged by local authorities.

**On broad-band service of the future** (Messrs. Burch, Bartley, Wells, Robert E. Lee, H. Rex Lee, with Mr. Cox concurring and Mr. Johnson concurring with statement):

▪ Comments invited on technical standards for 20-channel and 40-channel cable systems with two-way communications. The FCC said it was putting cable operators on notice that it would impose minimum capacities to take advantage of the economic and technical potential of CATV.

the preceding two years.

And in a separate rulemaking proceeding, the commission proposed strengthening the antisiphoning rule as it applies to sports programs on both cablecasting and over-the-air pay television. The proposal would ban the use of sports events seen live on a regular basis in the community during any one year in the preceding five years.

The commission noted that there has been concern over whether the sports rule is strong enough, particularly since the present rules would actually permit a sports promoter to withhold an event from free television for only one year before he could offer it for pay television. The commission pointed out that, under definition of "a regular basis" contained in the present rule, an event shown on free television during one of the two preceding years but not the other is not considered to have been shown on a regular basis.

The new rules requiring program origination have been tightened to prevent CATV operators from "frustrating" the commission's aim of providing "an outlet for self-expression." The rules now specify that operators may



not enter into lease arrangements that would prevent their facilities from being used "for a substantial portion of the time . . . for local programming designed to inform the public on controversial issues of public importance."

The order afforded a measure of relief for newspaper owners interested in using cable technology but fearful of subjecting themselves to the same kind of regulation broadcasters experience. The commission said it did not intend to apply its political equal-time, fairness and sponsorship-identification requirements to the dissemination of newspapers by cable. Accordingly, it said that an amendment making this clear, as urged by the American Newspaper Publishers Association, was not necessary.

The commission proposed expanding its CATV authority into regulatory areas now occupied largely by state and local governments. It indicated it is not prepared to assume the burden of li-

censing all CATV systems and establishing federal regulations for local authorities. But it suggested establishing standards under which local regulators would operate in issuing franchises.

The commission, asserting that "practical considerations"—though not legal, it stressed—"argue in favor of leaving important aspects of cable regulation to state and local governments," outlined a federal-local relationship under which local governments would continue to handle legal, technical and financial matters.

They would investigate the character qualifications of the franchise applicant, check on areas to be served, pole-line attachments, rates, quality of service and repairs. The information would be certified to the commission before it authorized the system involved to use broadcast signals. And the commission, the notice added, would specify for the local authority a continuing regulatory program for such matters as rates, re-

pairs, and expansion timetables.

But the commission also proposed pre-empting the authority to establish maximum franchise fees: it would limit them to 2% of a system's gross revenues. Some localities have imposed fees as high as 11%. And the commission said that its over-all policy to permit the expansion of CATV to "obtain marked benefits to the public interest" could be "frustrated" by local franchise fees.

However, it sought to take some of the sting out of its proposal. It said its new policy could result in an expansion of CATV service that would produce greater revenues at 2% than are now being realized by local governments at higher levels with smaller systems.

Its aim, the commission said, was not to "withdraw revenues from franchising authorities but to strike a balance which permits the achievement of the federal goals and at the same time substantial revenues to the local entities."

## Cable package draws mixed reviews

### Broadcasters condemn it, CATVers praise it as reactions range from 'it stinks' to 'hallelujah'

Reaction to the FCC's CATV actions last week ranged from grim to gleeful, depending on which side of the TV arena the comments came from.

Broadcasters generally were tight-lipped, claiming they would make no detailed comments until the official orders were issued and they had time to study them. At the same time, privately, most broadcasters were irate.

Their cable-TV opposite numbers, however, expressed satisfaction, keyed principally to their belief that the FCC seemed ready to help CATV break out of its current doldrums.

Target of broadcasters' ire was the so-called "Public Dividend Plan" that would permit cable systems in the top-100 markets to import up to four distant independent signals.

Vincent T. Wasilewski, president of the National Association of Broadcasters, paraphrased an NAB comment issued last month when the Public Dividend Plan was first publicized: ". . . potentially disruptive of the over-the-air broadcast service." "If", Mr. Wasilewski said, "the Communications Act . . . is to be so radically changed, the NAB urges that it be the Congress of the U.S. and not the FCC which should evaluate and determine the broad public interest."

The substitution plan was termed "an administrative monstrosity" by Michael Finkelstein, Washington lawyer

whose firm represents the UHF broadcasters' All Channel Television Society. "We are extremely distressed," Mr. Finkelstein said. "We will vigorously oppose the distant-signal rule which is unfair discrimination in favor of CATV and a disfavor to UHF stations."

Noting that it would cost UHF stations "millions" of dollars to implement the substitution plan, Mr. Finkelstein commented that the proposal is "a bad joke."

Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, which has been outspoken in opposition to what it has called unlimited CATV, declined to comment before seeing and studying the formal orders. But, he added, AMST is sure to participate "fully" in the rulemaking proceedings.

Terry Lee, vice president for television, Storer Broadcasting Co., which has a substantial interest in CATV, also had harsh words to say about the substitution plan. He called it "totally unworkable" and he added: "It doesn't make sense to me."

On the ban on crossownership of CATV and TV stations in the same market, Mr. Lee said Storer had anticipated that some time ago.

None of the networks would comment pending study of the formal documents, but privately a number of high-level broadcast executives echoed earlier

assertions, when the plan was first leaked last month, that it was too impracticable to be taken seriously and so ridiculous that it would unite the industry against it.

On the proposal to bar network ownership of CATV, it was assumed that CBS, having the most cable TV interests—it owns more than a dozen domestic systems serving approximately 100,000 subscribers—would be most likely to fight that ban. Whether NBC, which has five systems serving an estimated 18,000 subscribers, would join in opposing the divestiture plan was unclear. ABC has no cable TV systems at all and has been publicly opposed to the unrestricted growth of CATV.

Other broadcasters, who did not wish to be identified, were more caustic in their observations. "What earthly use would distant TV signals mean to viewers," one asked, "when in most major markets they already have three networks, one or two independents and an educational TV?"

Another commented that there is "precious little I like about it." He identified the importation of distant signals as "a very serious matter", and termed the substitution plan "insane." Another broadcaster characterized the substitution plan as "asinine."

One source was extremely dubious about the five percent contribution to



the Corp. for Public Broadcasting. This is taxation, he said, "and it's my understanding that under our Constitution only Congress is empowered to levy taxes."

Another broadcast spokesman called the Public Dividend Plan a "blatant" attempt to pay off everyone—CATV, educational broadcasters and copyright owners—with the broadcasters getting "nothing."

Copyright sources who asked not to be identified characterized the plan in terms that ranged from "unworkable" to "it stinks."

"Copyright people just cannot produce on a basis that does not give them adequate protection," one source said. "We can't have unlimited importation of distant signals. If a program has been licensed [to a station] in a market, it must be protected."

The seven-tenths percent copyright payment was denounced as "fallacious," "unrealistic" and involving questions that the FCC has no right to get into. The FCC, in this view, "is protecting broadcasters and doesn't care what happens to the copyright owners." The copyright payment, it was contended, should be determined by an independent "tribunal" or "commission," not by the FCC and not by Congress, "which doesn't have the background."

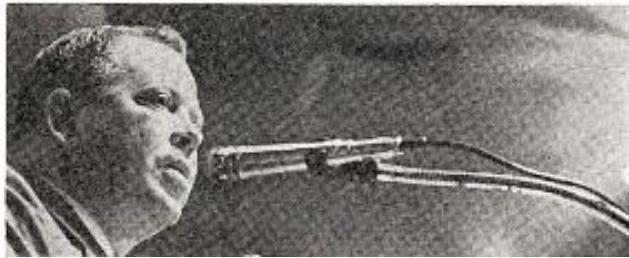
CATV spokesmen on the whole were much more delighted with the moves, although here and there some raised questions about details. Principally their satisfaction turned on the fact that the FCC after five years of what they termed restrictive regulation was relenting.

This was the theme of a statement by Donald V. Taverner, president of the National Cable Television Association. He called the FCC moves the first since 1966, when the commission asserted jurisdiction over CATV, that is "based on the premise that the public will benefit from an expanded and expanding cable TV industry."

"At long last," he continued, "the commission appears to be seriously proposing courses of action that are intended to meet problems, to relax restrictions and to encourage the development of present and future cable TV services."

He also indicated that the cable-TV industry would work to try to bring out the stalled copyright bill before the end of the year, although this is considered virtually a lost cause by other cable-TV operators.

Irving B. Kahn, Teleprompter Corp., welcomed the FCC moves as "a creative, far-sighted package designed to assure maximum service to America's viewing public." Mr. Kahn noted that Teleprompter already has made channels available to municipal governments



Mr. Wasilewski



Mr. Lee



Mr. Smith



Mr. Walker

and services in every community in which it operates. This is one of the FCC proposals.

He concluded by saying that he hoped the proposals can be adopted "without the self-serving opposition that has so often in the past attempted to prevent cable TV from realizing its full potential of service to the viewing public."

Marcus Bartlett, Cox Cable Communications Inc., which is controlled by Cox Broadcasting Corp., noted that the proposals and the rules came as no surprise.

The issues will be litigated at the FCC, he added, and "ultimately the rules will establish CATV as a vital and dynamic force in the communications industry."

And, he concluded: "We are glad to see the FCC taking positive actions that may well result in lifting the freeze on CATV."

Charles F. Dolan, Manhattan Cable, New York (a subsidiary of Sterling Information Services), commented:

"What the commission is offering is a total effort intended to solve all or most of the problems delaying cable TV. In the proposals we see a thoughtful sign which attempts to serve the public by letting cable expand in the urban centers, while at the same time providing reasonable protection to those who believe their interests will be jeopardized if cable is permitted to develop its full potential as a multi-purpose communications medium.

"While we may not agree with all that has been proposed, we believe that the commission is saying, clearly and courageously, that there has been enough study and discussion and that now is the time for meaningful action."

In other comments, executives of

three leading broadcast companies with cable-TV interests agreed that the FCC's prohibition of local crossownership of CATV by TV stations is valid.

Bob Clark, Cablecom General, subsidiary of RKO General, and Fred E. Walker, of the broadcast and CATV division of Reeves Telecom, both felt that no problems would arise from the ruling and that, in fact, "it makes a great deal of sense."

Edgar Smith, vice president, Time-Life Broadcast, anticipated it would affect some of Time-Life's present systems, but "since we have three years to divest or swap, I'm anticipating more swapping than divesting."

The proposal to forbid network ownership of CATV was seen by most of the executives as unnecessary. "There's no rhyme or reason for it—as long as networks can own and operate television stations, I don't see why they can't own and operate cable systems in those cities where they don't own a television station," said Reeves's Walker.

The new rules on importation of distant signals was viewed as excellent and imaginative. There was concern, however, over its implementation, and it was generally agreed that it "would be debated for a long time."

"This Public Dividend Plan will be a very cumbersome and costly affair," stated Mr. Smith. He added "It won't get off the ground until the distant-signal problem is lifted. I suspect it will be subject to a lot of discussion and will probably be implemented in another form."

Reaction varied on the FCC's postponement of the mandatory program origination date from Jan. 1 to April 1. Mr. Clark saw it as added time to challenge the rule in the courts. "Origination should be voluntary instead of

mandatory," he said. "The stations will do a better job under a voluntary program."

Reeve's Walker and Time-Life's Smith were strongly in favor of it. "We're gearing up our systems to originate starting in January. The delay will help some companies get their equipment together," stated Smith.

The proposal to increase from two to five years the length of time that sports events must be off the air before they can be picked up on a pay-TV channel in a CATV system was received with little comment. Mr. Clark saw no difference in the extension. "It's a protection for the commercial broadcaster and precludes sports from going on pay-TV," said Mr. Walker. "I'm opposed to anything that would restrict sports events from being seen by the public," Mr. Smith commented.

A unanimous affirmative reaction was echoed to the FCC's proposed technical standards for CATV. "Hallelujah," exclaimed Mr. Walker: "We're desperately in need of that. It's the best thing that could have possibly happened. The NCTA should have done it years ago."

## Hoving reclaims his post as NCCB chairman

One executive will be staying, after all, and one leaving the headquarters of the National Citizens Committee for Broadcasting in New York.

Thomas P. F. Hoving, who notified the NCCB board last spring that he planned to resign as chairman (BROADCASTING, Feb. 16), reportedly has changed his mind. Meanwhile, Executive Director Ben Kubasik, who joined the committee in July 1967, has resigned as of July 15. His future plans are unknown and no successor has been named.

According to Earle K. Moore, committee counsel, Mr. Hoving's original offer to resign came during disagreement with the NCCB board. "There was a time when he indicated his willingness to leave," Mr. Moore said. But, he added, accord was reached with the board and he decided to stay.

## FCC complaints are down

The FCC last week said it received fewer complaints, comments and inquiries from the public during May than in April. Complaints in May totaled 2,664, a decrease of 634 from April. Comments and inquiries totaled 2,383, down 755 from the previous month. The commission added that complaints were especially heavy in two categories: charges of suppression or distortion of news, and allegations of obscene, indecent or profane programming. Fairness complaints declined.

## Signs of life stir at NCCB

### Off-and-on conference concerning 'citizens' rights' is now set for October

The National Citizens Committee for Broadcasting, forced to cancel plans for a conference on "citizens' rights in broadcasting" last spring (BROADCASTING, March 23), has rescheduled the conference for Oct. 26 in New York.

At the time, reasons given for the postponement were a combination of internal disagreement within NCCB and problems associated with raising the \$75,000 needed for the conference (BROADCASTING, Feb. 16). The committee's "attention was diverted," Earle K. Moore, NCCB counsel, recalled last week.

But this time optimism abounds. According to Mr. Moore, by the time the conference was postponed last spring, at least \$50,000 had been collected. And the drive is continuing on several fronts.

Word of the rescheduled conference came last week as a new direct-mail appeal for donations arrived at the homes and offices of prospective donors. The letters were signed by Thomas P. F. Hoving, NCCB chairman. The direct-mail appeals are being handled with the help of a professional fund-raiser, Harold L. Oram Inc., New York.

The letters are only one avenue of approach being used. NCCB officials noted that in-person appeals also are being made to foundations and individuals. For \$5,000, for instance, a donor can "honor or memorialize any person" while contributing to one of the six panels planned for the October session. A donation of \$100 entitles the giver to be a sponsor of the conference. And the donor can request that his contribution be "broken down into areas of



Mr. Moore

[his] interest"—one of the panels, preparation of post-conference literature, or other purposes.

As of last week, NCCB reported that \$100 donations had been received from 265 conference sponsors.

The six panels planned are: children's TV programming, minority inclusion and program diversity, effect of TV on the political process, concentration of control, balancing public and private programming and how to effect positive change through legal recourse. Also planned is a luncheon panel on the proper role of government, including the FCC.

Among those originally invited to participate in the conference were: Chief Justice Warren Burger, FCC Chairman Dean Burch, FCC Commissioner Nicholas Johnson, Senator John O. Pastore (D-R.I.), Senator Philip Hart (D-Mich.), Dr. Milton Eisenhower, Ralph Nader, A. C. Nielsen, and John Kenneth Galbraith.

## \$3.5 million granted educational stations

Educational TV and radio stations have received more than \$3.5 million in grants from the U. S. government, according to the latest announcements from the Office of Education, Department of Health, Education and Welfare.

The largest TV grant, \$460,649 went to wvia-TV (ch. 44) Scranton, Pa. The biggest radio grant, \$102,615, went to establish a new noncommercial FM station in St. Louis.

The grants are part of the federal government's awards made under the 1967 public broadcasting act. All are on a matching basis. All educational radio stations are FM.

A list of the most recent grants in addition to the two mentioned above:

Television—KCET(TV) (ch. 28) Los Angeles, \$163,819; KLRN(TV) (ch. 9) San Antonio, \$135,000; KIXE-TV (ch. 9) Redding, Calif., \$97,500; WHRO-TV (ch. 15) Norfolk, Va., \$152,442; WGTE-TV (ch. 30) Toledo, Ohio, \$177,379; WKNO-TV (ch. 10) Memphis, \$305,019.

And prospective new stations ch. 57, Plattsburgh, N. Y., \$185,506; ch. 10 Agana, Guam, \$149,979; ch. 57 Springfield, Mass., \$346,470; ch. 2, State College, Miss., \$340,000; ch. 52 Trenton, N. J., \$352,522, and ch. 47 Norton, Va., \$272,772.

Radio—KWRG-FM Las Cruces, N. M., \$85,205; KCCM-FM Moorhead, Minn., \$35,120; KUAC-FM College, Alaska, \$18,962; WMKY-FM Morehead, Ky., \$64,000, and KUAT(AM) (1550 kc) Tucson, Ariz., \$16,864.

And new stations in Corinth, Miss., \$17,630; Columbia, Mo., \$99,605; Maryville, Mo., \$74,893.

# About schools and earthquakes. Sacramento's Board of Education waited till after our broadcast to decide.

Sacramento has had earthquakes before. There were big ones in 1892.

There are twenty schools in Sacramento that weren't built to withstand earthquakes. California law says they must be replaced, or rebuilt, by 1975.

The Sacramento Board of Education was faced with a far-reaching decision: which of five proposed plans for resolving the dilemma should be placed before the voters for approval in November?

The Board was split among five points of view. The whole matter badly needed clarification—not only to help the Board reach accord, but to help explain the complex issue to the people of Sacramento.

KXTV met the need.

"Cracks in the Belfry," a KXTV special prime time broadcast, outlined the proposed solutions,

cutting through the complexities with meaningful explanations and a clear visual approach.

An important program. So important the Board of Education moved its scheduled meeting to the night of the broadcast so it could convene and make its decision after watching it.

Within a few hours of the broadcast, the Board decided which plan to put before the voters. The first step had been taken to meet a crucial problem.

Another special need served with sensitivity and insight because a Corinthian station shared its community's concern over a vital issue.



① KHOU-TV  
Houston

② WANE-TV  
Fort Wayne

③ KOTV  
Tulsa

④ WISH-TV  
Indianapolis

⑤ KXTV  
Sacramento

CBS Affiliates

**THE CORINTHIAN STATIONS**  
RESPONSIBILITY IN BROADCASTING



# NAB boards don't rock the boat

They endorse present organization and policies, vote to resist threats of change in regulation

In a fairly smooth-running series of meetings, in an atmosphere of haze and gloom caused by more than a year of bombardment from the FCC, Congress, the administration and the public, the joint boards of the National Association of Broadcasters maintained the status quo regarding its organization and vowed continued strong stands on issues on which they long have been committed.

The boards last week in Washington readied resolutions for action Friday (June 26) by the final session of the joint boards, among which was reiteration of its determination to oppose the FCC's CATV package, which was revealed last Thursday (see page 23).

The boards also were expected to approve on Friday an executive-com-

mittee resolution to proceed with research necessary to fight the FCC's proposed rulemaking on divestiture of multiple properties with single ownership in one market (BROADCASTING, June 22).

The boards' members generally, outwardly at least, maintained a solid front. Proposals to alter the method of election of television-board members failed to get off the ground, although the mechanics involved were changed. The radio board approved a change in its categories and, in effect, added two directors for small markets, subject to membership approval.

The meeting of the joint boards opened Tuesday (June 23) followed by the radio-board meeting Wednesday and the television-board meeting on

Thursday. The final sessions of the joint boards were held Friday morning (June 26). Willard E. Walbridge, re-elected chairman, presided over the meetings of the joint boards.

The opening joint-board session was marked by impassioned assertions by several members that, despite advance reports, they had no intention of organizing a radio association separate from NAB (BROADCASTING, June 22). Victor Diehm, president of Mutual Broadcasting System and owner of WAZL(AM) Hazleton, Pa., repeated he had twice refused to head such an organization and was not considering it. Ben Laird, WDUZ(AM) Green Bay, Wis., denied that a meeting, held Monday at the Mayflower hotel, had any intention of starting a separate organization. The meeting, it was reported, concerned the feeling of some of the small-market radio broadcasters that they were receiving relatively cursory treatment from an NAB they believed was dominated by the networks and big-market television stations.

The only contest, and it was over quickly, came in the meeting of the radio board of directors in the election for vice chairman, won by Andrew M. Ockershausen, assistant general manager and secretary, Evening Star Broadcasting Co., Washington. His opponent was John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill. The vote was reported to be 16-to-12 in favor of Mr. Ockershausen. Richard W. Chapin, president, Stuart Enterprises, Lincoln, Neb., who was unopposed, was re-elected chairman. There were no contests in the television-board election.

The joint boards on Tuesday heard status reports on the various legislative and regulatory issues affecting broadcasting and on an industry public-relations study.

Paul B. Comstock, NAB vice president and general counsel, briefed the members on proposed copyright legislation requiring additional payment for the performance of phonograph records. He also covered, among other subjects, legislation affecting CATV, pay television and cut-rate political time and the FCC proposal to increase broadcast-license fees.

Mr. Walbridge, chairman of NAB's ad-hoc committee on public relations, gave an interim report on its activities. He said the committee has received opinions from broadcasters and spokesmen of industry-related organizations. Now, Mr. Walbridge said, the commit-



NAB joint board officers elected last week are: (top l to r) Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., chairman and A. Louis Read, WDSU-TV New Orleans, vice chairman,

television board and (bottom l to r) Andrew Ockershausen, Evening Star Broadcasting, Washington, vice chairman, and Richard Chapin, KFOR(AM) Lincoln, Neb., chairman, radio board.

tee is contacting government and broadcasting officials through personal interviews. He said all of the information would be collated for presentation to the board some time after July 30. The committee has indicated it would like to present a long-range plan for NAB and the industry regarding its public posture (BROADCASTING, May 4).

Following the election of officers on Tuesday the radio board proceeded to the report of the by-laws committee.

An expected recommendation by the NAB's by-laws committee (BROADCASTING, April 27) that would eliminate the radio board FM membership category and double the number of directors in small-market categories, by adding a category, was approved by the board.

The change, which must be approved by the NAB membership, would increase the number of specific small-market directorships from two to four. The board members expressed opinions to the effect that FM broadcasters no longer wish to be differentiated from AM, but would rather be treated as part of radio.

The radio board now has two at-large directors, each from three categories of AM stations: those representing markets above 500,000 population; markets from 100,000 to 500,000, and markets of less than 100,000. In addition two at-large posts represent FM stations. Under the proposal, the FM category would disappear and markets of less than 100,000 would be given four directors, two from markets of 25,000 to 100,000, and two from markets under 25,000.

Line charges are particularly vital to the economics of operating a radio station, and new much higher rates were to go into affect Feb. 1 as submitted by AT&T and approved by the FCC (BROADCASTING, April 20). A delay in imposition of the increases was granted in response to requests by NAB and numerous small broadcasters. Meanwhile negotiations between AT&T and NAB's special counsel, Douglas Anello, produced a further delay in the increases until Sept. 1 and more importantly, a proposed annual increase of some \$3.5 million was reduced by \$2.1 million. The NAB executive board approved the agreement and last week the NAB radio board voted to accept it.

The radio board noted that the greatest concern to radio broadcasters was in station-connection rates and that the decrease reflected in the proposed new tariffs was made in this area.

George W. Bartlett, NAB vice president for engineering, reviewed discussions now under way between the industry and various automobile manufacturers on the effectiveness of windshield antennas now standard equipment on some makes.

Stockton Helffrich, NAB Code Authority director, briefed the board on programing and advertising relating to the radio code.

John M. Couric, NAB vice president for public relations, gave a summary of promotion materials available and being used to promote the 1970 golden anniversary of broadcasting.

Clint Formby, KPAN-AM-FM Hereford, Tex., chairman of the board's Small Market Radio Committee, reported his group is working to simplify FCC paperwork for small-market operators, to find ways to meet the need for additional technical personnel and to deal with a disparity in wage-hour exemptions applying to small-market stations and newspapers.

The television board, meeting Thursday, rejected a move to have directors elected by mail ballot, as are the radio-board members, but did make a concession in the often criticized mechanics of the election. TV board directors are elected at the annual convention.

In the past, directors have been nominated and elected on the Wednesday morning of the convention with the ballot box being closed at 10:30 a.m. Under the change, nominations will be made Monday afternoon at the convention with the ballot box remaining open until 5 p.m. It will be open again from 9 a.m. until 5 p.m. on Tuesday when the ballots will be counted.

The board approved a move recommended by the Television Code Review Board (BROADCASTING, May 25) to reduce the appearance of clutter in TV commercials. The board approved tightening a TV code provision on the advertising of more than one product within the framework of a single announcement. It becomes effective Feb. 1, 1971.

The new language reads: "A multiple-product announcement shall be counted as a single announcement provided the same voice(s), setting, background and continuity are used throughout so that the announcement appears to the viewer as one single announcement."

Robert W. Ferguson, WTRF-TV Wheeling, W.Va., TV code board chairman, who presented the proposal, explained that previous language had not been as specific.

The television board, under the chairmanship of Harold Essex, WSJS Stations, Winston-Salem, N.C., approved an executive - committee recommendation instructing the NAB staff to oppose before the FCC the proposed action limiting the amount of TV network programing to three hours in prime time (BROADCASTING, June 8).

A. Louis Read, WDSU-TV New Orleans, chairman of the Television Information Committee, and Roy Danish, TIO director, reported on its activities.



*Willard E. Walbridge, Capital Cities Broadcasting Corp., was re-elected chairman of the joint boards last week.*

Mr. Read declared his support for TIO and the use of its materials which he termed as "mandatory for a national public-relations effort" for broadcasting.

Mr. Danish exhibited some of the available spots and gave a comprehensive report on TIO operations. One of the new spots shown commemorates the 50th anniversary of broadcasting.

Reappointments by NAB President Vincent T. Wasilewski to the Television Information Committee were ratified by the board. They are, in addition to Mr. Read: Eldon Campbell, WFBM-TV Indianapolis; Peter Storer, Storer Broadcasting Co.; Mr. Ferguson, William A. Gietz, WFMY-TV Greensboro, N.C.; Joseph S. Sinclair, Outlet Stations, Providence, R.I.; John Cowden, CBS; Sydney H. Eiges, NBC, and Donald Foley, ABC.

Dale Moore, KGVO-TV Missoula, Mont., chairman of the NAB Secondary Market Television Committee, described the work his committee is doing to gain support among small-market TV broadcasters on industry issues and said his committee was making progress in obtaining better audience-measurement



methodology for secondary TV markets.

Mr. Helfrich reported that the number of code subscribers now stands at 409, an increase of 12 over a year ago and including 65% of the commercial 1971 fall conference schedule (watch "Datbook" for 1970 schedule):

The joint boards also approved this 1971 fall conference schedule:

- Thursday-Friday (Oct. 14-15), Regency Hyatt House, Atlanta.
- Monday-Tuesday (Oct. 18-19), Pick Congress, Chicago.
- Thursday-Friday (Oct. 21-22), Statler

Hilton, Boston.

- Thursday-Friday (Nov. 11-12), Sands, Las Vegas.
- Monday-Tuesday (Nov. 15-16), Brown Palace, Denver.
- Thursday-Friday (Nov. 18-19), Fairmont, Dallas.

1970 dates approved last year:

- Monday-Tuesday (Oct. 19-20), Biltmore, Atlanta.
- Thursday-Friday (Oct. 22-23), Palmer House, Chicago.
- Monday-Tuesday (Oct. 26-27), Benjamin Franklin, Philadelphia.

- Thursday-Friday (Nov. 12-13), Monteleone, New Orleans.
- Monday-Tuesday (Nov. 16-17), Brown Palace, Denver.
- Thursday-Friday (Nov. 19-20), Mark Hopkins, San Francisco.

Mr. Bartlett also reported NAB's new engineering handbook is 70% complete and should be out in the spring of 1971.

Mr. Bartlett said that the engineering/management seminar has been scheduled at Purdue University the week of Dec. 7.

## Opening TV to the political outs

### Stanton caps network moves of recent weeks to give President's opponents more exposure

Everyone wants broadcast time; some may get broadcast time; but only the President is assured of broadcast time. That cold reality has guided broadcasters, politicians and private citizens alike, ever since the early days of radio. But if the hard evidence of last week is any indication, a new and more complex reality may be emerging.

The protagonist was CBS President Frank Stanton, who with one sweep of his hand overhauled two of his network's long-standing policies and set one major broadcast precedent.

In a telegram to Democratic National Committee Chairman Lawrence F. O'Brien, Dr. Stanton announced that the opposition party will be given opportunities to present its views on CBS. Several times each year, the party will get free program time, under the heading "The Loyal Opposition."

Dr. Stanton depicted this offer as merely a logical extension of past CBS policies. In spirit it may be just that, but in fact and implication it is an important break with past procedure. For the first time, the right of the opposition party to express its views has in effect been institutionalized as an integral part of a broadcast schedule, though Dr. Stanton reserved the right to decide when the party would get on the air.

The CBS president also agreed for the first time to accept paid political fund-raising appeals of up to one minute's length during the time between presidential campaigns. This new policy means that all three networks will now sell time of varying duration for political broadcasts. Without specifying the time lengths it will offer, ABC announced a similar policy two weeks ago (BROADCASTING, June 22); NBC has for several years had a more flexible policy of selling both spot and program time to politicians.

Dr. Stanton's announcement is a dra-

matic manifestation of an ongoing process—the continuing examination, by all three networks, of the policies that govern political broadcasts. Spurred by the Democrats, badgered by dissident citizens' groups, wary of the government, and protective of their independent editorial judgment, major broadcasters are defining and redefining their positions on providing time for differing viewpoints.

At the three networks, the approaches differ primarily in the mechanics rather than the concepts of presenting antagonistic views and permitting political fund-raising. And, for the moment at least, there seems to be considerably less competitiveness among the networks on these issues than is normally the case. There is more open recognition that different networks have different ways of approaching the prob-

lem, with less reciprocal disparagement and less inclination by any one network to claim superiority for its approach.

Their present positions reflect the complexity of the problem and a groping for appropriate solutions. Where CBS would make free time available to "the principal opposition party," NBC and ABC prefer what they regard as a more flexible policy, more issue-oriented than party-oriented. CBS officials counter that all significant minorities will continue to get representation on the air through news, panel and interview shows and documentary specials.

On free time, their positions are closer. Though Dr. Stanton specified no number, CBS officials are thinking of giving the Democrats at least four programs a year, possibly more depending on events. ABC and NBC favor a case-by-case approach, which offers more possibilities but may yield results similar to those contemplated at CBS. All three networks have used the "loyal opposition" theme in one way or another—CBS in its new policy, NBC in two to four programs of the same title every year since 1962, and ABC in a program scheduled for its *Now* series on July 6, featuring Democratic Chairman O'Brien and Senator Edmund Muskie (D-Me.).

On fund-raising, ABC and CBS have opened their facilities to major political parties, but not to other groups. NBC is trying not to limit itself either to parties or to one-minute announcements, as CBS has done; the most recent example is NBC's sale of 30 minutes to a bipartisan group of senators who made both an appeal for funds and a political statement against continuation of the Indochina war.

While the networks reshape their policies, the politicians try to tailor those policies to their own needs as much as possible. Following Dr. Stan-



Mr. O'Brien



ton's announcement, Mr. O'Brien immediately pronounced himself generally "encouraged" by the CBS approach. However, he expressed disappointment that the network had not seen fit to grant the request of Senate Majority Leader Mike Mansfield (D-Mont.) for time to answer President Nixon's economic message of June 17, which was carried live at noon on all three networks. In a separate letter to Senator Mansfield, the CBS president noted that the Democrats get their first program time on July 7 for expression of "the committee's views." He added, in an oblique rejection of Senator Mansfield's request: "I trust that the measures we have taken and the policies we intend to pursue in the future will satisfy the purpose of your request for time."

Meanwhile, Senator Mansfield made his case in a 25-minute broadcast on NBC last Wednesday (June 24) and a similar program on ABC the following day. NBC had offered him the time before he even requested it (BROADCASTING, June 22).

The Democrats have for several weeks been pressing for FCC rulings that would require broadcasters to give or sell them the time they have previously been denied in several appeals to the networks. Last month, they asked for a declaratory ruling that broadcasters may not, as a matter of policy, "refuse to sell time to responsible entities such as the DNC" (BROADCASTING, May 25).

And last week, the committee filed a comment on the latest FCC proposal to expand the fairness doctrine. The commission has proposed that licensees that editorialize or present a series of broadcasts on controversial issues be required to invite specific spokesmen for contrasting views to state their positions (see story this issue, BROADCASTING, May 18; "Closed Circuit," April 6).

In this latest overture to the commission, the DNC urged it to go beyond the proposed rule and decree that appearances by the President should be presumed to be "controversial" and of "public importance," whether he delivers a prepared statement or appears at a press conference. The committee said broadcasters should be required to seek out contrasting views and put the spokesmen on free of charge.

After all the Democrats' efforts to gain political time, however, they may learn from last week's breakthrough at CBS that success can be more complicated than failure in this case. The new CBS policy could have intriguing side effects on the political process itself.

For one thing, the Democrats may have set off a chain reaction. Evidence of that possibility came last week from the Nixon administration's communications director, Herbert G. Klein, who told a gathering of agricultural editors



Dr. Stanton

in Washington that the Republicans might have to ask for time to answer the Democrats' broadcasts. Implicit in this suggestion was the notion that a Democratic statement would be political and self-serving whereas the President as chief of state would be more detached. A partisan broadcast by one party might therefore demand a response from the other, Mr. Klein indicated.

Additionally, the systematic use of broadcast time may require that the Democrats be more clear in their own minds about just who actually speaks for the party at a given moment, on a given issue. As CBS commentator Eric Sevareid noted in a broadcast last week: "The Democrats must now choose their varying spokesmen, and that just might create more problems for them than it solves." As other observers remarked, it may even force the party to tip its hand more quickly in selection of the likely presidential nominee in 1972.

Without stretching the point too much, it may be that the formalized presentations by the "loyal opposition," if continued over a period of time, will stabilize the party system and direct it into clearer channels than it now exhibits. Both CBS and ABC touched upon this point in announcing their new political policies, when they paid tribute to the importance of the two-party system.

This development would be highly ironic, since political broadcasting has been regarded by some as so powerful that it might render the entire party system obsolete.

A final political imponderable is the extent to which such new policies will alter the prevailing conception of the Presidency itself. As Mr. Sevareid noted last week, the President is both the head of state and the nation's chief politician. While past network policies

have implicitly paid exclusive deference to the former role, the new approach emphasizes his political coloration. It was the Democrats' ire at President Nixon's alleged tendency to make political capital in his major addresses that led to the party's campaign for more broadcast time.

Although some of the issues raised at the FCC were answered by CBS last week, Dr. Stanton took pains to disassociate himself from the committee's petition on the sale of time to "responsible entities." In fact, he said, "CBS will urge the FCC to deny the committee's petition on grounds, among others, that it would violate the Communications Act and repudiate the fairness doctrine."

CBS did just that last week. So did other broadcasters confronted with fairness complaints of their own. Their comments threw into bold relief a basic, ongoing issue in the political-time controversy: Is the right of a political party or citizens' group to acquire broadcast time a matter to be decided by broadcasters as journalists, or does the government have a right to standardize the procedure by promulgating new fairness rules?

As a major participant in the discussion, CBS made its position clear in two separate documents: Whether or not it makes time available as a matter of policy, it does not recognize the government's right to usurp that decision.

CBS presented its case in response to two fairness petitions filed with the commission during the past month. One was the Democrats' request for a declaratory ruling on selling time. The other was submitted by a coalition of Yale University students and law professors and members of the New Haven Black Coalition, who charged WCBS-TV New York and WTIC-TV New Haven, Conn., with violating the fairness doctrine by failing to provide adequate reply time to opponents of the President's Indochina policies.

In responding to the Democrats' petition, CBS told FCC Complaints and Compliance Chief William B. Ray in a long letter that the committee misinterpreted the fairness doctrine, the First Amendment, the Communications Act, and CBS's own policies.

"The DNC's suggestion that there is a First Amendment right to purchase time is insupportable," CBS said. "Broadcasters, though licensed by the commission and subject to its valid regulations, are not publicly owned facilities, and there is no First Amendment right to purchase time on radio or television stations. . . . Moreover, the rule proposed by the DNC would inevitably lead the commission into the realm of censorship by requiring it to regulate broadcast access and to decide which groups were sufficiently 'responsible' to merit exposure in this medium

and which programs it should compel broadcasters to carry. . . . Broadcasters are not common carriers."

CBS disputed the DNC's claim that the Supreme Court's Red Lion decision had outdated previous FCC fairness rulings. On the contrary, CBS said, the very first paragraph of that decision ratified existing fairness policies "whose content has been defined in a long series of FCC rulings in particular cases."

The network also defended its own news policies as a more adequate means of insuring fairness than the proposal to require sale of time to outside groups. If well-financed partisan groups could pre-empt broadcast facilities to present their views on selected issues, CBS said, the over-all balance of network presentation would be distorted. In support of this contention, the network provided exhaustive documentation of its coverage of the Indochina war and domestic reaction during March, April and May.

"CBS provides a very substantial degree of direct exposure for partisans of controversial issues," the letter said, "always, however, through formats that are journalistically well-suited to provide a full and fair elucidation of the issues. . . . In programs prepared by CBS News, the hard questions are pressed, not ducked, and human failings are exposed, not edited out."

In its response, in behalf of WCBS-TV, to the New Haven coalition—which bills itself "Committee for the Fair Broadcasting of Controversial Issues"—CBS restated much of what it said in response to the Democrats. (The network noted that although the complaints were directed to two CBS affiliates, "fundamentally at issue here, of course," is the national coverage of CBS News.)

Again, CBS said its news operations are dedicated to extensive and balanced coverage of all sides of major issues. It said the New Haven complainants had provided no supporting evidence to the contrary that would provide the necessary justification for a fairness inquiry.

CBS also pointed out that while groups such as the New Haven organization criticize CBS for an alleged pro-administration bias, critics such as Vice President Spiro T. Agnew offer precisely the opposite view. As an example, the letter quoted Mr. Agnew as saying: "As a government official I find it extremely frustrating, for example, that only one side of the Vietnam war is being emphasized by some of our most influential newspapers and television networks, and that over-all their coverage comes off slanted against the American involvement in that war."

The other target of the New Haven complaint, WTRC-TV New Haven, also responded last week. Broadcast Plaza Inc., licensee of the station, cited its past record of coverage of the Indo-

## New group seeks congressional succor

### Rocky Mountain broadcasters will send delegations to meet Congress and the FCC

The newly formed Rocky Mountain Broadcasters Association, at its first convention, has recognized the need to take its broadcasters' problems directly to Congress.

The association, meeting last week in Jackson Hole, Wyo., decided the delegations from each of the member states, Idaho, Montana, Utah and Wyoming, will go to Washington within the next 90 days to meet with congressional representatives and members of the FCC.

Sidney King, KVOC(AM) Casper, Wyo., convention chairman, said articles of incorporation for the multi-state association are being drawn up and the possibility of including other Rocky Mountains state associations is being considered. He said the association is not intended as a replacement for the National Association of Broadcasters although he admitted some members have such thoughts.

NAB President Vincent T. Wasilewski had been invited to speak but was unable to be present because of prior commitments, including the NAB board meeting in Washington (see page 30).

The Rocky Mountain broadcasters, as part of a three-day program, heard FCC Chairman Dean Burch explain some of his views regarding broadcasting issues. They were also exposed to NBC President Julian Goodman's call for popular support to defend television against current detractors. It was estimated 75% of the broadcasters present

represented radio stations.

Mr. Burch told the group he would like to have more free air time available for political candidates "down to the grass roots" level. He also said he favors suspension of the equal-time rule for all candidates down the line as well as those for President and Vice President.

Mr. Burch said he personally looks favorably on a broadcasters' proposal for five-year licenses instead of the present three-year terms.

Regarding CATV, Mr. Burch said he is interested in its flexibility and he made it clear he will continue to favor legislation to develop CATV as a source of origination. He said he is not impressed with the argument that CATV will harm radio and UHF stations and believes the multiple channels available will provide specialized programming commercial channels can't afford.

The chairman emphasized, as he has on other occasions, that a fee structure, showing an estimated 500% increase for broadcasters, will be put into effect. He said he hopes to have the complete fee structure by July 1.

Regarding the FCC's proposed rule-making that would require some multi-media owners to divest themselves of properties in markets where they own more than one, he said he favored a blanket rule. He said he does not believe the problem can be handled on a case-by-case basis and favors a system of granting waivers in some individual

china conflict, and described as "judicious" the contention that WTRC-TV has failed to meet its fairness obligations.

In reality, Broadcast Plaza said, the New Haven group went beyond the fairness doctrine and sought equal time, which is another matter entirely. This would place "the government in the position of dictating to the news media how they are to perform their journalistic functions," it said.

Echoing the WCBS-TV letter, Broadcast Plaza added: "Clearly, it is inequitable to involve WTRC-TV in a costly, highly publicized proceeding where the dispute is as a practical matter between the petitioners (the New Haven committee) and the CBS-TV network."

### Church group backs radio-TV

The Council of Churches of the City of New York, through its department of radio and television, is planning an educational program to inform church

constituents of the danger of government intimidation of broadcasters.

Details of the program have not been worked out, the Rev. Reuben Gums, executive secretary of the radio-TV department, explained last week, but among other steps being contemplated by the council is the enlistment of representatives of the broadcasting industry to explain the peril of "any real or felt intimidation from top government officials."

Announcement of the program was coupled last week with a report of the adoption by the board of directors of the Church Council of New York of a policy statement urging that "the government reassure all Americans that the right of free speech will be protected and not stifled."

The council also recorded support of "The Newsmen's Privilege Act," introduced in the House by Representative Richard L. Ottinger (D-N.Y.). The



cases.

Mr. Burch conducted a question and answer session at a noon luncheon Monday (June 22). Mr. Goodman addressed an evening dinner meeting Tuesday (June 23).

Mr. Goodman, called on "television's silent majority" to become vocal in defense of the freedom of American broadcasting. He told the convention that the great body of the population that supports television with its viewing should now support it with its voice. And he urged broadcasters to stimulate public awareness of the stake the public has in the medium.

Mr. Goodman asserted that millions of viewers enjoy television and rely on it for entertainment and information, while "a much smaller number of detractors are loud in their attacks." But he pointed out that "the press is open to praise of programing as well as criticism," and added:

"Congressmen who are constantly petitioned to curtail some vital television freedom can just as easily be encouraged to sustain it. There are many more constituents who favor television than there are who oppose it.

"This is what we, the stations and networks and the broadcast organizations, should be doing," Mr. Goodman declared. "We should be telling our constituents—the overwhelming majority of the public—what the issues are, alerting our viewers to what they stand to lose, encouraging them to speak up. We are a public medium, our service is to the public, our future is in the public's hands. Whatever we do in defense of television's right to show—it must be understood — essentially is in defense of the public's right to see."

He made it clear that he was not



Exchanging views at Jackson Hole: Mr. Goodman (l) and Chairman Burch.

suggesting the stifling of constructive criticism of television. He said the industry must accept criticism as essential to growth, but "must resist attacks that are simply destructive of a free broadcasting service or ignore the realities of its operation."

Mr. Goodman told the group that one statement heard often is that most people in the country hold negative views about TV. He challenged this sentiment by pointing out that no one has framed "a precise definition of this majority or explained exactly what is meant by the views of the nation."

He cited the example of a recent major news program carried on NBC-TV which dealt with sharply controversial issues and which produced a heavy volume of mail complaining about unfairness and bias. This led NBC to be-

lieve that a majority of the viewers were opposed to the program, he reported.

"We made a survey — a scientific cross-sampling of national viewer opinion—and we found exactly the opposite," Mr. Goodman stated. "Eighty-six percent of the persons who saw the program rated it good to excellent. It gave us something to think about."

Mr. Goodman suggested that television touches off sharply divided opinions, and viewers tend to remember most vividly the developments on TV they find disagreeable or disturbing. He claimed that many of the medium's attackers want to shape TV to meet their own requirements, and observed:

"Television holds its position as the medium most people rely on for news and the medium they are most inclined to believe."

bill would protect newsmen from government efforts to tap their confidential information or the sources of that information (BROADCASTING, March 2). The council also endorsed similar legislation introduced in the U.S. Senate by Senator Thomas J. McIntyre (D-N.H.) (BROADCASTING, March 9).

"While we are not saying that the communicators who have come under attack from high sources are without blame," the council statement noted, "we do feel that the right of free expression of all people must be protected at all costs—this includes the right to be wrong on occasion—and exercising this freedom should not lead to harassment, censorship or bullying by the public or its elected officials. . . ."

The New York City church unit also urged that the New York State Council of Churches and the National Council of Churches take up the matter of possible intimidation of broadcasters.

## Nader adds another target

Ralph Nader, the self-appointed consumer protectionist who has challenged Detroit auto makers and other giants of industry, this summer will turn his investigators loose on a law firm prominent in the communications business as well as other fields—Kirkland, Ellis, Hodson, Chaffetz & Masters.

Both the Washington and Chicago offices of the firm will be examined by law students under the direction of Mr. Nader, it was indicated. The Chicago office was chosen for emphasis because, as Mr. Nader explained it, "I don't think there is another city where one law firm predominates so much over all the others."

The study of the Kirkland firm is described as an extension of the study begun a year ago in Washington by the Nader group of the law firm of Covington & Burling, which also has clients

in broadcasting.

Concerning the Kirkland probe, Mr. Nader said: "The study will be an analysis of the firm as a power broker and advocate in the local, state and federal context. We will be evaluating their activities according to the various standards of professional responsibility and concern that practicing lawyers should adhere to." Special attention will be made as to how much public service work is done at no cost, he added.

Mr. Nader said the study is under the auspices of the center for the Study of Responsive Law in Washington. The probe of Kirkland's Washington operations will be handled by Druci Ramey, a third-year law student at Yale. A five-man team in Chicago will be headed by David Parsons, a third-year law student at the University of Illinois.

The Kirkland firm had no comment last week on the Nader probe.



# Miami TV challenge set for hearing

## FCC order pits Post-Newsweek's WPLG-TV against group of Nixon associates

A consolidated hearing was ordered last week by the FCC to determine whether Miami channel 10—now occupied by the Post-Newsweek Stations' recently acquired WPLG-TV—should be awarded to a competing applicant.

The commission set for hearing the applications of Post-Newsweek Stations Florida Inc. for renewal of WPLG-TV's license and Greater Miami Telecasters Inc., a group comprising a number of associates of President Nixon, for a construction permit for a new station. The FCC noted that Post-Newsweek had operating control of WPLG-TV for only 65 days before Greater Miami filed the competing application, but said Post-Newsweek will be allowed to show the extent to which its operating plans have been implemented.

Group-owner Post-Newsweek acquired WPLG-TV (then WLBW-TV) last year and WCKY(AM) Cincinnati from L. B. Wilson Inc. for \$19.6 million (BROADCASTING, Sept. 29, 1969). Its other stations are WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla. Post-Newsweek is a wholly owned subsidiary of the Washington Post Co., publisher of the *Washington Post* and *Newsweek* Magazine. The parent company is owned by Katharine Graham and family.

Principals of Greater Miami include W. Sloan McCrea, president; Hoke T. Maroon, treasurer; William B. Pawley and Frank E. Mackle Jr., directors. Mr. McCrea, food broker and banker, is a business partner of Charles G.

(Bebe) Rebozo, a close friend of Mr. Nixon. Mr. McCrea and Mr. Maroon, a banker, are involved with a company that owns most of Fisher Island, south of Miami Beach. Mr. Nixon held stock in that company at one time. Both Mr. Pawley, president of a sugar company and former ambassador to Brazil, and Mr. Mackle, a real estate developer, are reportedly personal friends of the President. (BROADCASTING, Jan. 12).

In ordering the hearing by a 5-to-1 vote (Chairman Dean Burch and Commissioner Nicholas Johnson dissented), the commission said an air-menace issue would be involved since the Federal Aviation Administration has not approved Greater Miami's antenna structure.

## RKO would boost power, then sell its WHCT(TV)

RKO General Inc., faced with what it considers "technically inadequate facilities" in WHCT(TV) Hartford, Conn., and opposition from a competing station to such needed improvements, last week asked the FCC to grant its request for a power increase with the condition that RKO sells the channel 18 independent.

RKO had asked the commission in June 1968 to allow WHCT to increase its power from 186 kw to 5000 kw. It sought the increase to improve reception in its service area and to enable it to more effectively compete with local

stations by serving additional people in Connecticut and southwestern Massachusetts. Connecticut Television Inc., owner of WHNB-TV New Britain-Hartford, Conn., opposed the application and the FCC subsequently designated RKO's application for hearing on issues relating to concentration of mass media control.

In its petition for reconsideration of the hearing order and for the conditional grant without hearing filed last week (accompanied by a request for late acceptance of the petition), RKO said that the commission's newly adopted rules for calculating predicted television contours have had the effect of increasing WHCT's overlap with RKO's stations in New York (WOR-TV) and Boston (WVAC-TV). RKO said it has serious doubts that WHCT could gain FCC approval for the "critically needed improvements."

RKO pointed out that WHCT's cumulative operating loss from Jan. 31, 1969 (when WHCT resumed commercial operation after six-and-a-half years of conducting an experiment in subscription television), to May 31, 1970, was \$1,046,301, or an average loss of over \$65,000 a month.

The petition also stated that RKO might have difficulty in selling the station without the improved facilities and that the other alternative of going dark "should be avoided if possible". An RKO spokesman said last week the sale of WHCT would probably bring between \$3 million and \$4 million, but that he thought the facility was worth "much more." No buyer for WHCT has been decided upon yet, he added.

At a prehearing conference last Thursday (June 25), the commission decided to postpone the hearing until it acts on RKO's petition for reconsideration.

## President Nixon asks broadcasters to briefing

A group of 44 broadcast executives and newspaper editors were invited by President Nixon last week to attend a special briefing on Vietnam and Cambodia at the President's California home in San Clemente.

The White House said the briefing, scheduled for Friday (June 26), was designed to bring a cross-section of editors and broadcasters up to date on policy and developments in the two countries. Officials of the State and Defense Departments and the National Security Council were also scheduled to participate.

The following broadcasters and journalists were invited to attend the private session:

Elton H. Rule, ABC; William Sheehan,

ABC News; Frank Stanton, CBS; William Leonard, CBS News; Julian Goodman, NBC; Reuven Frank, NBC News; Steve McCormick, Mutual News; Donald McGannon, Westinghouse Broadcasting; Leonard Reinsch, Cox Broadcasting; Bill Michaels, Storer Broadcasting; James McCulla, ABC, representing Radio-Television News Directors Association.

Barry Zorthian, Time-Life Broadcast; Clayton Brace, KOGO-AM-FM-TV San Diego; George Putnam, KTTV(TV) Los Angeles; Wilbur E. Elston, *Detroit News*; Clayton Kirkpatrick, *Chicago Tribune*; DeWitt John, *Christian Science Monitor*; James G. Stahlman, *Nashville Banner*; Newbold Noyes Jr., *Washington Evening Star*; Charles Bennett, *Oklahoma City Oklahoman*; Robert Hollingsworth, *Dallas Times-Herald*; Charles G. Gould, *San Francisco Examiner*.

Charles Thieriot, *San Francisco Chronicle*; Donald Goodenow, *Los Angeles Examiner*; Tony Day, *Los Angeles Times*; Earl Richert, Scripps-Howard; Otto Silha, *Minneapolis Tribune*; Robert E. Kelley, KCRA-AM-TV and KCTC(FM) Sacramento, Calif.; Emmett Dedmon, *Chicago Sun-Times*; Edward L. Thomas, *San Diego Union*; Ray Beindorf, KNXT(TV) Los Angeles; Robert L. Healy, *Boston Globe*; Duncan Bauman, *St. Louis Globe Democrat*.

Michael O'Neill, *New York Daily News*; John Kluge, Metromedia; Tom Sarnoff, NBC West Coast; Bill Bonds, KABC-TV Los Angeles; William P. Hobby Jr., *Houston Post*; Paul Manolis, *Oakland (Calif.) Tribune*; August Meyer, Midwest Television Inc.; Frederic Marquardt, *Phoenix Republic*; Francis Dale, *Cincinnati Enquirer*; William Hornby, *Denver Post*; Jerry Dunphy, KNXT(TV) Los Angeles.

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## FCC affirms WENO sale

The assignment of WENO(AM) Madison (Nashville), Tenn., from H. Calvin Young to Philadelphia broadcaster Martin W. Field for \$900,000 was approved by the FCC last week over the objections of a competing Nashville station.

Samuel J. Simon, owner of WWGM-(AM) and permittee of WSET-FM, both Nashville, had filed a petition to deny the assignment, charging that Field Broadcasting Co. proposed to decrease WENO's public-service announcements and programing. He also alleged that Field lacked the necessary financial qualifications and had failed to file on time its contract to buy the station.

In granting the sale, the commission noted that Field proposed to continue existing public-affairs programs and institute new ones, adding Field's failure to file the contract within the required 30 days appeared inadvertent. As to financial qualifications, the FCC pointed out that Field has a net worth of \$10-million and is "clearly" able to operate WENO.

Mr. Field, sole owner of Field Broadcasting, owns WPEN-AM-FM Philadelphia and has extensive interests in real-estate development and investment. His

brother, Joseph M. Field, owns 80.5% of KBRG(FM) San Francisco, KLEF(FM) Houston and WAYL(FM) Minneapolis. He is also vice president and treasurer of a corporation which holds a construction permit for KBSA(TV) (ch. 46) in Guasti (Los Angeles), Calif.

Mr. Young, the seller, owns 87.5% of WGUS(AM) North Augusta, S.C., and WGUS-FM Augusta, Ga., and 75% of WSHO(AM) New Orleans.

WENO(AM) is full time on 1430 kc with 5 kw day and 1 kw night. The vote on the sale was 5-to-1 with Commissioner Nicholas Johnson dissenting and Chairman Dean Burch absent.

## WAVS will be heard in Fort Lauderdale

Fort Lauderdale, Fla., will be getting a new radio station in late July: WAVS-(AM). Authorized to Lauderdale Broadcast Inc., the new daytime facility will be on 1190 kc, 5 kw. The station's president, Gordon Sherman, said the program format will be largely news and information, aimed at the "plus-25 age group."

Mr. Sherman, who is also general manager of WAVS, is a veteran radio and television station owner. His career began with KMOX(AM) St. Louis in the mid-1940's and he now is president and

part owner of WMMB(AM) Melbourne, Fla. Lee Ruwitch, former executive vice president and general manager of WTVJ(TV) Miami, is an associate in the new AM. Mr. Ruwitch currently publishes *The Miami Review* and *The Broward* (county, Fla.) *Review*.

## Changing Hands

### Announced:

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

■ KFMF(FM) Fremont, Calif.: Sold by Robert H. Ripley to Robert F. Bell for \$200,000. Mr. Bell is general manager of the L&P Broadcasting Corp. stations—WVON(AM) Cicero (Chicago), Ill.; WSDM(FM) Chicago, and WNOV(AM) Milwaukee. KFMF is on 104.9 mc with 3 kw and an antenna height of 115 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ KGRV(FM) St. Louis: Sold by Jack Trotter to Intermedia Inc. for \$200,000. Mr. Trotter, a Houston attorney and accountant, formerly owned KBRG(FM) San Francisco and KLEF(FM) Houston. Paul Hamilton Jr. is president of Intermedia, owner of KQTV(TV) St. Joseph, Mo. Intermedia is owned by ISC Industries Inc., Kansas City, Mo., a public company that owns finance, leasing and insurance companies. KGRV is on 107.7 mc with 100 kw and an antenna height of 320 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ WKYX(FM) Paducah, Ky.: Sold by William R. Britt, George G. Beasley and James C. Harrelson to Kenneth J. Crosthwait for \$40,000. Messrs. Britt, Beasley and Harrelson will retain WKYX(AM) Paducah. Mr. Britt is applicant for a new AM in Clayton, N.C., and Mr. Beasley has interests in WPMC-(AM) Goldsboro, N.C.; WASC(AM) Spartanburg, S.C., and WMOO(AM) Mobile, Ala. Mr. Crosthwait has interests in WOVE-AM-FM Welch, W.Va., and WHBT(AM) Harriman, Tenn. WKYX is on 93.3 mc with 32 kw and an antenna height of 380 feet above average terrain. Broker: Chapman Associates.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 78).

■ WENO(AM) Madison (Nashville), Tenn.: Sold by H. Calvin Young to Martin W. Field for \$900,000 (see above).

■ KLO(AM) Ogden, Utah: Sold by Cecil L. and Joyce Heftel to Richard B. Wheeler for \$300,000. Mr. Wheeler formerly had interest in KTLK(AM)

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Denver and KIUP(AM) Durango, Colo. KLO is full time on 1430 kc with 5 kw.

▪ KEDO(AM) Longview, Wash.: Sold by Forrest H. Bishop and Russell O. Hudson to Frederic A. and Jessie M. Danz for \$230,000. Mr. Danz and his mother, Jessie Danz, have interests in a number of theaters. Mr. Danz also owns KODL(AM) The Dalles, Ore., and KBFW(AM) Bellingham-Ferndale, Wash. KEDO is full time on 1400 kc with 1 kw day and 250 w night. The vote on the sale of both KEDO and KALE(AM) Richland, Wash. (see below), was 6-to-1 with Commissioner Nicholas Johnson dissenting.

▪ KALE(AM) Richland, Wash.: Sold by William R. Taft to Frederic A. and Jessie M. Danz for \$225,000. For interests of buyers see KEDO(AM) Longview, Wash., above. KALE is full time on 960 kc with 1 kw.

## FCC regains funds cut from its 1971 budget

The Senate Appropriations Subcommittee on Independent Offices last week voted to give the FCC every penny of the \$24.9 million recommended in the budget for fiscal 1971.

Restored to the commission was \$1.2 million that had been cut by the House earlier this year. Without that money, the commission would have to delay its plan to establish regional spectrum-management centers, according to Senate testimony by FCC Chairman Dean Burch.

The subcommittee also adopted language commending the commission for moving to adopt a new schedule of filing fees. Unlike the House, however, the Senate unit added cautionary language: It urged the commission to be sure that the fees it adopts are equitable and do not place a special burden on smaller stations.

The congressional generosity shown so far is a sharp departure from last year. Even the House cut was moderate compared to fiscal 1970, when that body sharply criticized the commission and slashed its funds.

### Media notes:

**Villanova gets equipment** ▪ WCAU-TV Philadelphia has donated a truck equipped with six black-and-white cameras to Villanova University, Villanova, Pa. Value of the facilities has been estimated at \$250,000.

**New affiliates** ▪ KYUS-TV Miles City, Mont., has joined NBC-TV as a full-time affiliate. The Custer Broadcasting station operates on channel 3 with 10.2 kw visual. WKYH-TV Hazard, Ky., owned by Hazard Television Co. Inc., on channel 57 in Hazard, has also joined NBC-TV as a full-time affiliate.

## Hearing order on 315 marks an FCC first

### WPRY cited for violations; fine notices will now be included in renewal cases

WPRY(AM) Perry, Fla., figures in a historic FCC order announced last week, although the station would probably prefer to forgo the distinction.

WPRY's license-renewal application was designated for hearing on charges that the station was used to advance the personal interests of one of its officials in his campaign for mayor and, in addition, violated the equal-time law and the fairness doctrine.

Commission officials cannot recall another license-renewal hearing case in which an alleged violation of the equal-time law figured as an issue.

The order is noteworthy also because it was used as a vehicle for the commission to announce a policy for making forfeitures available as an alternative to denial of license in all cases where forfeitures are permitted by law—generally, where a licensee has violated a commission rule or the Communications Act.

The hearing order resulted from an

inquiry into charges by an opponent of Ira W. Brown, secretary-treasurer and station manager of WPRY, in the campaign for mayor of Perry last year. One of the issues in the hearing is to determine whether WPRY was evasive or misrepresented facts in responding to commission inquiries concerning the complaints. Another is whether the station violated FCC logging rules.

The commission said the order designating the hearing is also to be considered a notice of apparent liability. If the hearing record does not warrant a denial of renewal, the commission said, it will determine whether it "willfully or repeatedly" violated the equal-time law or the logging rules, and whether a forfeiture of \$10,000 or less should be issued.

The commission said it has decided to include the forfeiture notice in every hearing case involving license revocation or denial of renewal for alleged violations in order to maintain maximum flexibility of action.

But in what might have been a pointed reminder to the hearing examiner who will be appointed to preside in the case as well as to the licensee, the commission cautioned that inclusion of the notice "is not to be taken as in any way indicating what the initial or final disposition of the case should be."

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**More black scrutiny  
of programs, hiring**

**Nashville, Memphis groups  
ask FCC to extend time  
they may protest renewals**

The campaign on the part of black groups to require broadcasters to change programing and hiring practices that the groups regard as discriminatory has spread to Nashville and Memphis.

The Middle Tennessee Coalition on Communications, in Nashville, and the NAACP Legal Defense Fund and a number of individuals, in Memphis, last week asked the FCC to extend until Aug. 1 the time in which they may file petitions to deny the renewal of licenses in those cities.

The groups said they need the additional time in their efforts to conclude "good faith" negotiations which would eliminate the need to file petitions to deny. The stations in Tennessee are due for license renewal on Aug. 1; the deadline for filing protests, under the rules, is July 1.

The Tennessee groups, thus, are following the pattern established in Atlanta by the Community Coalition on Broadcasting, which is composed of 20 black organizations. It obtained an additional month from the commission to negotiate with all 28 stations in Atlanta and eventually obtained statements of policy on programing and hiring that it considered acceptable from most of them (BROADCASTING, April 6).

The Middle Tennessee Coalition asked for an extension of time to complete its negotiations with WSM-AM-TV, WLAC-AM-TV, WSIX-AM-FM-TV and WVOL(AM). The Memphis group's request for time involves WMC-TV, WREC-TV and WHBQ-TV.

The two groups apparently are not acting in coordination. Allen Black, regional director of the NAACP Legal Defense Fund, in Memphis, said he was unaware of the Nashville group's action. The Middle Tennessee coalition is being aided by a consultant provided by the Justice Department's Community Relations Service ("Closed Circuit," June 22).

The Middle Tennessee coalition, whose telegram was signed by 60 groups, associations, churches and individuals, had earlier written the commission to report on efforts to persuade Nashville broadcasters to pay more attention to the tastes, needs and desires of Nashville's black community.

Last week, in its telegram, it said the "tactics" of the stations with which it has been negotiating "have slowed its efforts" to obtain "adequate" broadcast

service. However, it said it wants to resolve the differences "amicably".

The Memphis group, which said it wants to avoid filing petitions to deny, expressed concern over the employment and programing practices of the VHF stations in that city.

Mr. Black, director of the NAACP Legal Defense Fund, said the group is seeking to have blacks employed in all grades by the stations. If there are not enough qualified blacks, he said, the stations should institute training programs. He also feels that the stations are not directing enough of their programing to the black community in Memphis.

But, he said, "We're not fighting now—just talking."

The question of minority-group hiring is of considerable concern to the FCC. Its rules not only prohibit discrimination in employment but require broadcasters to adopt and report to the commission detailed equal-employment-opportunity programs. However, they do not require fully proportional employment of minority groups.

**ABC Radio gains  
15 new affiliates**

Fifteen new affiliates have joined the ABC Radio network.

New stations joining the American Contemporary Radio Network are KGHO(AM) Hoquiam, Wash.; WAMS(AM) Wilmington, Del.; WAYZ(AM) Waynesboro, Pa.; WEEX(AM) Easton, Pa.; WNRS(AM) Saline, Mich.; WNRZ(FM) Ann Arbor, Mich., and WQNZ(FM) Natchez, Miss.

Signing with the American Entertainment Radio Network are KLYD(AM) Bakersfield, Calif., and WHIL-AM-FM Medford-Boston, Mass.

Now with the American Information Radio Network are KADL(AM) Pine Bluff, Ark.; WAUG-AM-FM Augusta, Ga.; WCUE(AM) Akron, Ohio; WHAP(AM) Hopewell, Va., and WKYV(FM) Vicksburg, Miss. KSMB(FM) Lafayette, La., joins the American FM Radio Network.

**Group asks \$40 million  
for CPB in fiscal 1971**

The House Commerce Committee last week approved by voice vote an authorization bill that could provide up to \$40 million in fiscal 1971 for the Corp. for Public Broadcasting.

The bill (H. R. 17982) is the same one fashioned earlier this month by the committee's Communications Subcommittee. It would provide \$30 million in direct appropriation, and up to \$5 million to match funds from nonfederal sources.

The subcommittee constructed this

bill from scratch after rejecting an administration measure that would have provided a three-year authorization for CPB. The Nixon plan was jettisoned not because of any grudge against CPB, but because the subcommittee wants to push all concerned to come up with the long-awaited permanent financing plan for the corporation (BROADCASTING, June 15).

An open-ended three-year authorization has passed in the Senate.

## Working agreement near for WNDT-NET

Station may be focal point for educational network, providing program facilities

Noncommercial WNDT(TV) New York will be "taking over" National Educational Television and "undertaking the national responsibilities of NET in addition to continuing its local programming." That's the thrust of an official statement expected to be released at a joint news conference in New York today (June 29) by WNDT and NET.

The magic word that has emerged is "consolidation," with such a move recommended at separate meetings by the boards of directors of both NET and WNDT, operated by Educational Broadcasting Corp.

Under the reportedly projected setup, NET is expected to use WNDT's studios and personnel for NET programming (BROADCASTING, May 11).

On May 23 NET established a special three-man committee to delve into the NET-WNDT matter. In its report to the NET board on June 20, the panel recommended "consolidation with WNDT under one roof of programming with one president." A similar recommendation was made last Wednesday (June 23) by the WNDT board.

When the committee was formed in May, an NET spokesman observed that it would meet "with a view to establishing a closer working relationship with WNDT and with hopes of strengthening the operations of both organizations" (BROADCASTING, June 1). But Ethan Allen Hitchcock, WNDT board chairman, had different ideas. "There are no plans for WNDT in any sense to give up its independence," he said then.

Mr. Hitchcock's position was reportedly the key stumbling block to original plans for a NET-WNDT merger. Indications last week, however, were that the WNDT board has agreed to the approach to the consolidation suggested by Mr. Hitchcock. These details were expected to be spelled out at Monday's news conference.

One of the recommendations report-

edly made by the WNDT board last Wednesday was the appointment of James Day, NET president, as president of the Educational Broadcasting Corp., which is what the new arrangement would be called.

There were unconfirmed reports last week of rumbling among employees of both NET and WNDT, caused by the uncertainty of how any consolidation would effect their employment situations. Twelve production and programming people had been dismissed by NET last spring, when reports of a WNDT-NET merger continued to grow.

"I don't think anything definite is going to happen before the fall," an WNDT spokesman said last week. He acknowledged that employees were "beginning to evaluate their futures and how they fit in." But, he stressed, "there's no real panic at this point—it's business as usual."

The WNDT spokesman also confirmed the possibility that the Ford Foundation will increase its contribution for national and local programming by \$5 million to the Educational Broadcasting Corp. The foundation now allots \$6 million for programming. Ford Foundation President McGeorge Bundy and the foundation's TV consultant, Fred W. Friendly, are among those scheduled to attend the June 29 news conference.

## Court won't reexamine presunrise decision

A New York appeals court has declined to review a July 1969 FCC ruling affecting presunrise operation by class II stations. The appeal was lodged by Cornell University, Ithaca, N. Y., licensee of 5 kw WHCU(AM) there.

Cornell contended that WHCU's early-morning operation provided vital news, agricultural and other information of special interest to nearby residents who would otherwise be unable to listen to such programming.

However, the U.S. Court of Appeals for the Second Circuit in New York held that the commission was justified in finding that the impact of WHCU's presunrise operation on the signal of WWL(AM) New Orleans—the dominant class I-A station on the channel—outweighed the value of its service. "We do not propose to substitute our judgment for that of the FCC or to disturb the commission's conclusions," the court said.

Until the commission's 1967 order, class II stations, such as WHCU, were permitted to begin operation at 6 a.m. or one hour prior to sunrise—whichever was later—provided they obtained the permission of the dominant class I-A station of their frequency. Under the new rules, class II stations located east of the dominant I-A station cannot be-

gin broadcasting until dawn.

Class II stations to the west of the dominant I-A station are permitted to begin broadcasting at the moment the sun rises at the class I-A station, despite the fact that it would still be dark at the class II location.

## Early radio-TV jobs for special graduates

Minority groups start Columbia summer program with employment sure

The 39 minority-group members who began their summer class last Monday [June 22] at the Columbia Graduate School of Journalism have jobs awaiting them after the 10-week course.

This will be the first time in the three-year history of the program—financed by \$231,000 from the Ford Foundation, \$5,000 from the New York Urban Coalition, and \$1,235 from private sources—that jobs have been promised to all students before classes start.

Of the 39 men and women, 26 are entering journalism for the first time; the others are already in broadcast or newspaper jobs and expect to return following completion of the Columbia work. Twenty-four of this year's enrollees, selected from more than 300 applicants, will be trained in TV and radio news.

All students will receive weekly salaries during the program from the news organizations for whom they either work or will work upon graduation. The program also provides free tuition and free room and board on campus.

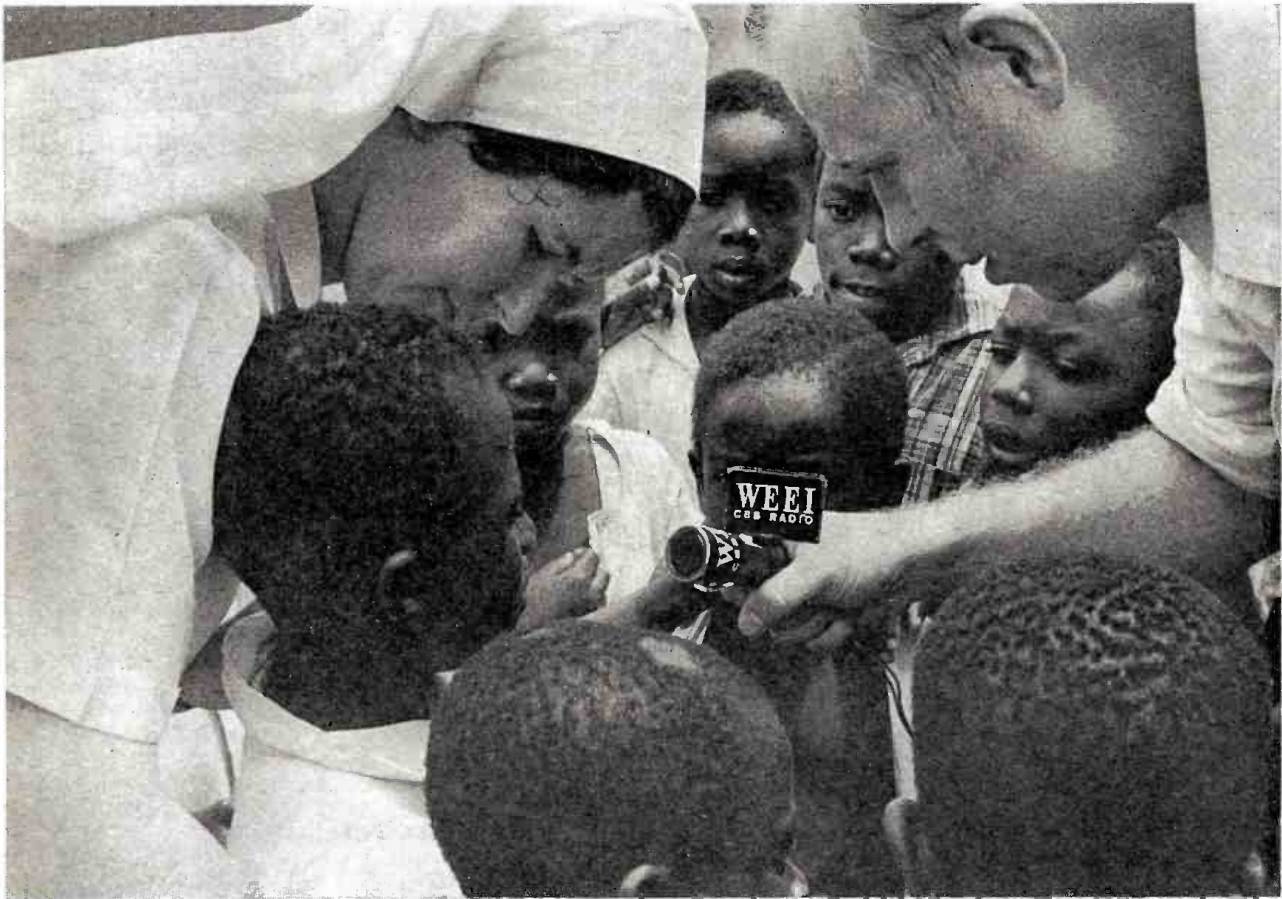
The 1970 summer program will be directed by Fred W. Friendly, Edward R. Murrow Professor of Journalism at Columbia and TV consultant to the Ford Foundation. The broadcast curriculum was developed by Gary Gilson, a former producer for the Public Broadcast Laboratory.

Ranging in age from 21 to 30, members of this year's class are 33 blacks, three Mexican-Americans, two Puerto Ricans, and a Chinese-American.

The participating stations that have guaranteed jobs are: WNBC-TV New York (3 students); WMAQ-TV Chicago (2); WKYC-TV Cleveland, KNBC(TV) Los Angeles (2); WCBS-TV New York; WBBM-TV Chicago; KNXT(TV) Los Angeles; KMOX-TV St. Louis; WCAU-TV Philadelphia; WABC-TV New York; WHEN-TV Syracuse, N.Y.

Also, WITI-TV Milwaukee; WAGA-TV Atlanta; WHBQ-TV Memphis; WTOP-TV Washington; WHIO-TV Dayton, Ohio; KOMO-TV Seattle; KENS-TV San Antonio, Tex.; WQXI-TV Atlanta, and KOAT-TV Albuquerque, N.M.





## Radio: 50 years old and still strong of voice

And it speaks out most emphatically on issues and problems that increasingly face the community, nation and world

Radio is here, alive and doing quite well—and despite a tendency of much of the public to take it for granted, it appears to be doing more public-service programming, editorializing, and investigative and on-the-spot news reporting than ever before.

BROADCASTING has taken a long, but by no means complete, look at some of the programs by listing some of the stations and some of the national and regional awards they have won in the year from May 1, 1969 to May 1, 1970.

A study of the list shows that the issues concerning the nation were the issues radio covered, in news programs and documentaries. Major efforts were devoted to examination of the problem of drugs. Outstanding investigative reports were made on the problems of

the ghetto. And student dissent came in for incisive study by a number of stations. On-the-spot news coverage, long one of the things radio can do best because of its speed, brought honors to several stations. Often an in-depth follow up of the character usually expected only from the print media, was provided.

Nor was all of the award-winning programming concerned with disagreeable problems of a society in turmoil. Cultural programs presenting symphonic music from skilled professionals to talented youth brought awards to several stations. Patriotic programs and editorials came in for a large share of honors. And editorializing seems to be on the increase with a tendency on the part of the award givers at least to

favor the more vigorous, firm-stand approach to what often in the past has been a rather bland opinion stance.

And although by far most of the award-winning programs were considered a public-service venture by the stations, all considered them part of their mission in serving the public.

BROADCASTING queried stations which won national awards during the past year and the following capsules summarize their responses.

A documentary, *Marijuana: The Weed of Rebellion*, produced by WMAL(AM) Washington, won the Edward R. Murrow International Documentary Award and a regional award of the Radio-Television News Directors Association.

The station reported the program, which was in production six months,

was planned when it became evident that the use of marijuana was increasing among high-school and college students in the Washington area. It was WMAL's purpose to determine how many students were using marijuana, what type of students were users and to provide factual information about the drug and its effects. The series of three half-hour programs was written and narrated by Jack LaCovey.

Knowledgeable guests were obtained for the program by canvassing a wide range of potential sources, the station said. Guests included a psychiatrist, university chaplain, an official of the Bureau of Narcotics, and a physician from the staff of the National Institute of Mental Health. In addition the programs included actual marijuana users from the Washington area, who told of their contacts and experiences.

The station reported audience reaction to the broadcasts was immediate and widespread with phone calls and numerous letters commending the station on its "fair, unbiased presentation." One letter termed the series "of value to the college and high school students who need this factual analysis of marijuana and to the parents who are either in blissful ignorance or simply refuse to acknowledge the widespread use..."

A series that explored new attitudes toward sex and drugs and changing mores won two national awards for WJR(AM) Detroit. The series, entitled *Quest for Mystique*, was selected for a San Francisco State College Broadcast Media Award and the Catholic Broadcasters of America Gabriel award.

The programs were composites of interviews with young people and adults at university campuses, in theaters and in churches. The series was produced by Oscar Frenette. WJR said research revealed a hunger for what used to be called a spiritual experience at the same time a revolt against established religion is taking place. Titles of the individual programs were: "Nudity and Pornography", "The Occult and New Forms to Rituals", "The Drug Dilemma," "Morality and Culture of the Young," "Sensitivity Training" and "The Survival of Religion."

Cost of the six half-hour programs was estimated at \$1,300 including air time; the programs were not sponsored. Public response was favorable and several schools, colleges and religious groups requested copies of the programs.

WJR was also awarded the Robert F. Kennedy Journalism award for "outstanding coverage of the problems of poverty and discrimination." This award was presented to Phil Jones, WJR news editor, for his documentary *I Am Not Alone*, dealing with the problem of race relations among policemen. The pro-

gram involved the experiences of a young black policeman during the July 1967 riots and police-department attitudes two years later. The station reported that "a story of widespread interdepartmental racism that had been whispered for years but never told publicly was finally laid bare. Focusing public attention on the problem was, we believe, useful in forcing the department to restate its policies against racism and, at the same time, revealed that the policies were often ignored." Cost of the program was estimated at \$800 including air time.

WJR also received a Silver Gavel Award of the American Bar Association for a *Rule of Law* educational series produced by Mr. Frenette. The program cost \$1,200 including air time and was in four segments. Included were interviews with deans of law schools at three universities and with two state supreme-court justices, a circuit-court judge and a bio-physicist to point up the intricate legal problems that may be created by advanced techniques in medicine, such as transplants of human organs. The series was rebroadcast over National Educational Radio.

Another significant award won by WJR last year was a "certificate of special commendation" in the medical journalism awards competition of the American Medical Association.

The station also received a George Washington Honor Medal from the Freedoms Foundation for its *Kaleidoscope* radio program, "Portrait of Time and Man." The program was based on the Presidency of Abraham Lincoln during the Civil War and was produced and narrated by Mike Whorf, host of *Kaleidoscope*.

The Associated Press award for the best radio documentary was given to KNX(AM) Los Angeles for its special program *California's Campus Crisis*, a study and appraisal of the unrest and turmoil at the state's colleges and universities. Actualities on *California's Campus Crisis* included the voices of Governor Ronald Reagan, State Superintendent of Schools Max Rafferty, San Francisco State College President S. I. Hayakawa, students, college officials and revolutionaries.

The station's *Checkbook Justice*, another five-minute program, was honored by the American Trial Lawyers Association. This program reported on the problems, inequities and possible solutions to the injustices of the present bail system. It stressed the plight of the poor who, unable to post bail, were incarcerated in Los Angeles county jail awaiting trial.

The American Legion Auxiliary Golden Mike Award was given the station



Award-winning radio reporters last year not only uncovered problems but went to great lengths to investigate them and seek solutions. WEEL(AM) Boston (photo on opposite page) sent William Shermer, assistant news director, to Biafra to gather material about starvation for its documentary, *The Children Still Die*. As a result of the program, \$300,000 was raised for Biafran relief.

An investigative report on a crisis involving ambulance service in the District of Columbia inspired a series of editorials on WWDC(AM) Washington and drew the attention of Congress to the problem. WWDC newsman Ross Simpson (photo above) interviewed Representative Lawrence T. Hogan (R-Md.) who had agreed to participate incognito in a disaster drill. Mr. Simpson produced a follow-up documentary, *Phantom III*. The WWDC editorials and subsequent program led Representative Hogan to introduce a bill in Congress to alleviate the city's lack of emergency equipment. A tragedy, monitored on a police-radio band by Mr. Simpson, triggered the editorials and programs. Mr. Simpson had listened to a policeman at the scene of an accident calling in vain for an ambulance. The victim died before one was available.



for the *Assignment* series, of which the two previous programs were part.

Editorials written and broadcast by George Mair, community-services director, were given the Vigilant Patriot Award of the All-American Conference to Combat Communism.

The Broadcast Media Award of San Francisco State College was given to KNX for its special broadcast, *Sirhan Documentary*, aired minutes after Sirhan B. Sirhan was convicted of the assassination of Senator Robert F. Kennedy. Approximately 10 hours are devoted to the research and production of each KNX documentary.

KNX editorializes every day and estimates four hours of research are needed for each editorial. Air time devoted to editorials daily amounts to \$870. Each of the *Assignment* documentaries is heavily promoted both on the air and in print.

A series of editorials inspired by one

that raised over \$300,000 for the starving children of Biafra won a San Francisco State College award for WEEI(AM) Boston. For this production the station sent Bill Shermer, assistant news director, to Biafra to tape interviews on the scene. Mr. Shermer flew into the beleaguered country aboard a relief plane and talked to the people, children, doctors, nurses and officials.

A San Francisco State College award also was given the station for its half-hour weekly news program, *Bay State Forum*, a panel show moderated by News Director Arthur W. Smith and WEEI newsmen. Guests are prominent national and local newsmakers.

For its program *Benzaquin's Notepad*, a five-minute daily feature on medicine, WEEI won a medical journalism award from the American Medical Association. The award included a \$1,000 prize. The programs were written and broadcast by Paul Benzaquin. Five pro-

nedy award for radio journalism and the Silurian Society award for a radio feature in the public interest were given for a documentary, *The Front Door Was Nailed Up*, on the wretched conditions of migrant farm workers in New York state.

The Kennedy award also was given for *We as a People*, a documentary on the racial tensions in the country after Dr. Martin Luther King's assassination, and *The Salesman Told Me*, a documentary on consumer frauds in the ghetto and on the misuse of the legal process. Also mentioned were many editorials based on calls to WMCA's *Call for Action* and the *Call for Action* reports themselves.

The Kennedy award cited WMCA for "continuing special coverage of the problems of poverty and discrimination in New York City and state, including special programs on the conditions of migrant farm workers, on consumer



*A special program, In Memoriam, which honored Americans who died in the nation's wars, was taped at the Delaware*

*War Memorial Plaza and was aired by WNRK(AM) Newark, Del. Featuring the band and mixed chorus of Ogletown*

*junior high school, the program was part of the school district's regular Sunday series provided by WNRK.*

on its own documentaries won a Sigma Delta Chi award for WWDC(AM) Washington. The documentary, called *Definition: Emergency*, involved a crisis in emergency-ambulance facilities in the nation's capital. It was written and produced by Ross Simpson, WWDC newsmen.

News Director Dick Stapleton wrote the series of editorials which were aired by Williams S. Sanders, WWDC vice president and general manager. The program was not sponsored. Cost of the program including air time was estimated at \$20,472.

WWDC also won a Chesapeake Associated Press award for its news coverage of the November Moratorium demonstration in Washington. It also won a Jewish War Veterans Humanitarian of the Year award for outstanding community service.

A special radio documentary program

were involved, the first dealing with the discovery of penicillin, the second with drugs that enhance the mind, the third on medical examinations, the fourth on the use of hypnosis in medicine and the fifth on research into the nature of stress.

The National Conference of Christians and Jews gave an award to WEEI also for 11 option pieces which the judges felt "helped build better relationships among men of all religions, races and nationalities."

The station also received Tom Phillips awards from United Press International covering six New England States, one for general editorial excellence and the second for its documentary, mentioned above, on the starvation in Biafra.

During the year, WMCA(AM) New York produced programs that earned five major awards. The Robert F. Ken-

frauds and the misuse of the legal process in the ghetto, and on the feelings of black America toward white America following the assassination of Dr. Martin Luther King, and for the service rendered in establishing *Call for Action*, a volunteer ombudsman service to help people find their way through government bureaucracy."

The programs were not sponsored.

*The Salesman Told Me* won an Ohio State University award for the station. The citation called the program: "A beautiful lesson in how a consistently enterprising metropolitan station can muster intensive volunteer cooperation to further its own outstanding staff effort. This is the kind of shrewdly planned public education that really counts in all quarters."

A documentary on the deterioration of a priceless collection of Negro history, art and literature, that accused



# A radio station on Lenox Avenue in Harlem just won broadcasting's highest award. For the second time.



**Our 2nd Peabody.** The citation reads: "In programming and community services, Station WLIB demonstrates high dedication to aiding black youths to find jobs, to stay in school, and, through 'Higher Horizons,' to obtain a college education. Each week colleges and universities presented their programs, their requirements, and their special opportunities for disadvantaged youth with gratifying response from aspiring young Negroes. In recognition, a Peabody Award for Radio Public Service."

**Our 1st Peabody.** The citation reads: "Convinced that tensions of ghetto life could ignite into a holocaust, WLIB, during the hot summer of 1966, gave Harlem a 'safety valve.' It developed 'Community Opinion,' a radio program permitting citizens of Harlem to voice their feelings, frankly and openly, via a hot line telephone interview, heard not only by the Negro community but by the entire city. In addition, the station provided details of how listeners could avail themselves of existing vital community services. At WLIB, community involvement is more than just a station phrase. In recognition, a Peabody Award for outstanding local radio education during 1966."

## WLIB 1190 Black Radio Grown Up.

310 Lenox Ave. (at 125th St.) Tel. 831-1000

the New York Public Library and the municipal government of "official vandalism," won a Brotherhood award of NCCJ for WMCA. Entitled *The Schomberg Collection: A Heritage in Peril*, the program, the station reported, caused the library to accelerate its microfilming program and begin a program of preserving the original documents.

The media award of the National Religious Public Relations Council was granted for three WMCA programs and many editorials. The programs were: *Old Cars Die Hard*, a documentary on abandoned cars; *Self Control or Rent Control, A Choice for Landlords*, a documentary on spiraling rents, and *Call for Action*.

None of the WMCA award-winning programs was sponsored.

A Peabody award for radio public service was won by WLIB(AM) New York for a series called *Higher Horizons*. The citation read, in part: "In programing and community services, station WLIB demonstrates high dedication to aiding black youth to find jobs, to stay in school, and through *Higher Horizons*, to obtain a college education. Each week colleges and universities presented their programs [on WLIB], their requirements, and their special opportunities for disadvantaged youth with gratifying response from aspiring young Negroes."

The program began in May 1969 and is still on the air. It is a 15-minute show which is aired each Saturday afternoon. The series is sponsored by Sealtest Foods. Reaction from community leaders was extremely favorable. The station received laudatory letters from the president of Manhattan borough, the New York fire department, Fairleigh Dickinson University, New York police officials, the Department of Health, Education and Welfare, and the A. Philip Randolph Institute.

The winning program was the second to earn a Peabody honor for the station in three years, a record for a commercial station, General Manager Harry Novik said. The WLIB program. *Community Opinion*, was given the honor previously.

The top Major Armstrong award in the news category went to WDAS-AM-FM Philadelphia for its *The Black Manifesto* program. The program was an effort to present many sides of the controversial demands on white churches by the Black Economic Development Corp. and taped voices of prominent figures such as the Reverend Carl McIntire, Roy Wilkins, Muhammed Kenyatta and Bishop Robert Dewitt. It was researched, written, produced and aired by Jim Klash, editorial director for the stations. Mr. Klash said the production

involved nearly three months of part-time work.

An RTNDA award for spot news coverage went to KFWB(AM) Los Angeles for its coverage of the assassination of Robert F. Kennedy. The RTNDA statement said of the coverage: "A really evocative statement in favor of the all-news format, 51 newsmen worked for 36 hours covering the story from the moment of the shooting and covering, even anticipating, every angle with amazing imagination and thoroughly responsible professionalism."

KFWB estimated the news staff worked approximately 1,428 manhours at a cost of \$9,996 for manpower alone. There was no sponsorship and no record of revenue lost through commercial pre-emption.

KFWB also received a Sigma Delta Chi distinguished service award for the Robert F. Kennedy assassination coverage.

A series of editorials on *Ignorance*



*A continuing daily series, Report on the Drug Scene, on WCBS(AM) New York was further promoted in presentations to advertisers and community leaders (above). Joseph T. Dembo, CBS Radio vice president and WCBS general manager, was host.*

and the Law earned a National Headliners Club award. The series was rebroadcast by many radio and television stations, including competitive radio and television stations. As a result of the series, five bills or resolutions have been introduced into the state legislature to begin the teaching of basic law in the public schools as proposed by the station.

An investigative documentary series on truck hijacking won a Sigma Delta Chi award for Michael Prelee, news director of WHN(AM) New York. Mr. Prelee was cited by the judges for demonstrating "an unusual amount of dramatic insight into this crime so prevalent in New York City." The judges called it an excellent job of research,

editing and production.

The program was praised by the FBI and New York police and is being used by trucking agencies in training new drivers on methods for prevention of hijacking. It was broadcast in five-minute installments, three times a day in one week and then the entire 30-minute program was rebroadcast.

Mr. Prelee spent three months in preparing the report, including field interviews with representatives of trucking, security men, police and the FBI.

Spot news reports on the events associated with the death of Mary Jo Kopechne and the involvement of Senator Edward M. Kennedy on Chappaquidick Island won for Ed Joyce of WCBS(AM) New York a Sigma Delta Chi award. Mr. Joyce, then director of news and public affairs and now executive producer of special events radio, CBS News, was on Martha's Vineyard on vacation at the time of the accident and provided regular reports to the station. They were incorporated in the regular news segments and were not sponsored.

A special series on drug abuse, aired Monday through Friday and titled *Report on the Drug Scene*, won for WCBS a San Francisco State College award. The series, produced by Jeremy Ryan, was beamed to New York high-school students over the board of education's WNYE-FM and to servicemen on Armed Forces Radio.

A San Francisco State College award also was given to WCBS for its over-all format, which is all news.

The Broadcasters Promotion Association picked WCBS for one of its annual Gold Medal Awards for excellence in audience promotion. The award-winning promotional spots were written and produced by Helen Dimos, WCBS promotion writer.

An Associated Press Managing Editors award "for outstanding coverage of a Feb. 18 train wreck at Crete, Neb., in which nine persons were killed by anhydrous ammonia fumes" went to KBON(AM) Omaha. KBON staffers interviewed local officials, eyewitnesses and the injured. The full, unedited tapes were played to the AP bureau before some were aired. The material was the basis for all four ABC Radio networks' coverage. It was strictly news and public service, and was exceptionally costly because of the long-distance line charges involved, the station reported. It was unsponsored.

It was the second time in six years that KBON won the national APME award, which usually is reserved for newspaper members of AP.

An Associated Press radio-television award for meritorious service was given WKNR(AM) Dearborn, Mich., primarily





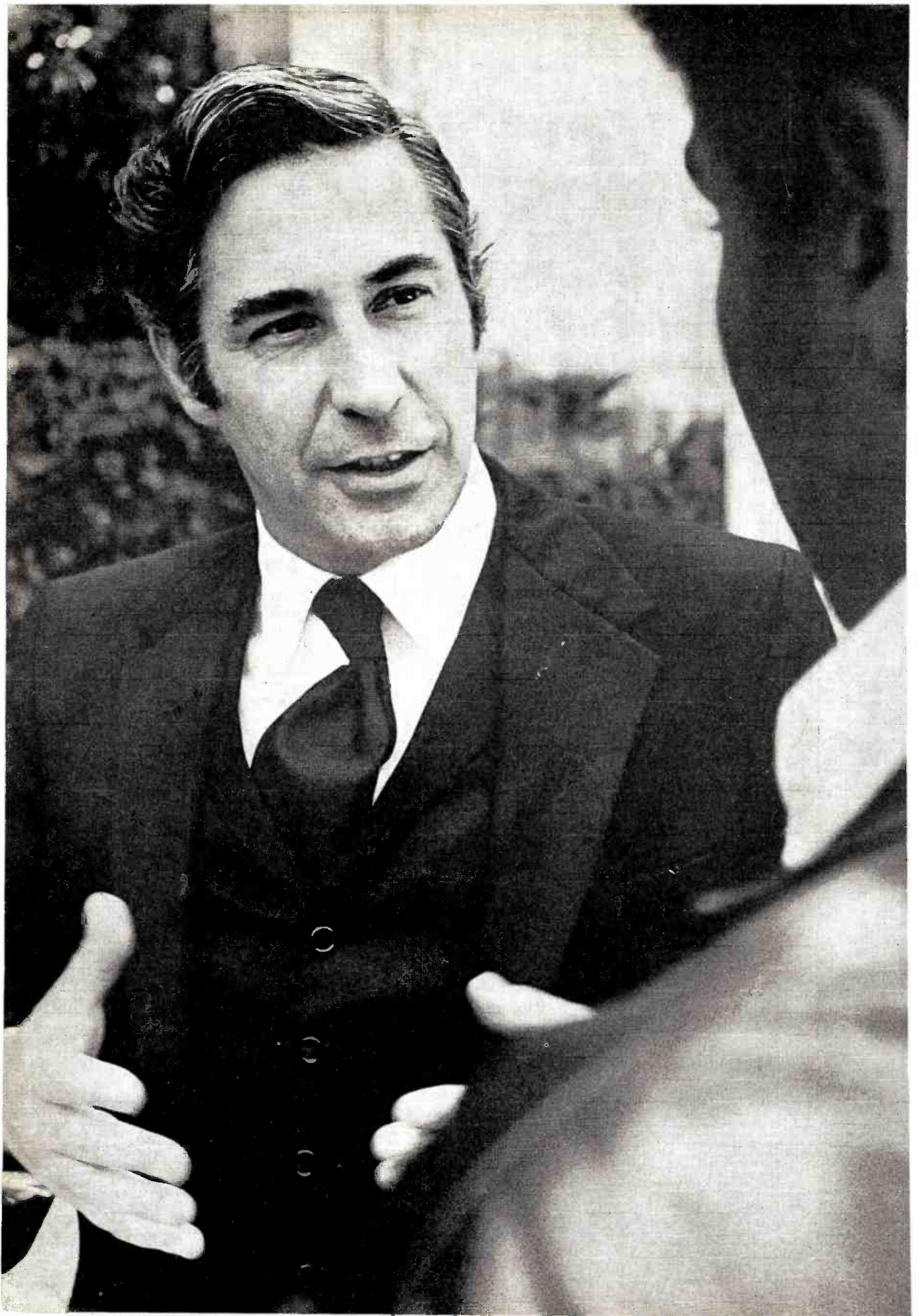
## By George, we did it again.

For the third time in four years, we've been presented the George Washington Medal for helping create a better understanding of the American Heritage.

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# A United States Senator and Victor Garret are Shooting Ideas at Each Other.. Not Bullets.

Can the American system really work to solve today's tremendously complex problems? KPOL Radio thinks that it can. So the station invited Victor Garret and 350 other young men and women, eleventh grade students from every high school in Los Angeles, to the Ambassador Hotel in a daylong session for the first annual American Youth at the Crossroads Conference.

KPOL's aim was to bring students in close contact with some of the people who are shaping our times so that these young men and women might get a better idea of this country, its future and their role in it. Whether it was hypocrisy, rank materialism, or whatever the issue—there was no attempt to muffle any candid exchange of views. It was a “tell it like it is” conference with the hope of demonstrating that the system can work.

The students heard addresses from Senator Mike Gravel (D) Alaska: “A Democrat and a Liberal Looks at the Future of American Government”; Senator Bob Dole (R) Kansas: “A Republican and a Conservative Looks at the Future of American Government.” Contemporary morality, law and justice, education and race relations were discussed by: Dr. Clifford Davis, Chairman of the Board of Riverton Laboratories, Director of Freedom National Bank and President of the Interracial Council for Business Opportunities...by the Honorable Leslie W. Light, Judge of the Los Angeles Municipal Court...William Glasser, M.D., author and educator and by the Reverend Donn Moomaw, Minister of the Bel Air Presbyterian Church and member of the California State Board of Education.

But the conference involved far more than 350 concerned students listening passively to speeches from the “establishment.” After the talks, each speaker rolled up his sleeves to discuss and debate with the students, in small informal groups, some of the most pressing issues of our times.

At lunch, the young men and women were joined by key members of the business, governmental and educational communities...a thousand people in all. Actor Hugh O'Brian was toastmaster.

Whether the United States succeeds or fails in the difficult years ahead will, in good measure, be decided by today's “young.” KPOL believes that is an essential responsibility of the station to show tomorrow's leaders how the system actually works. In achieving that objective, the conference was especially successful.

Department of Public Affairs

**KPOL AM & FM, Los Angeles**

A Capital Cities Broadcasting Station



for its investigative reporting of a series of murders in the Ann Arbor-Ypsilanti area of Michigan. From August 1967 to July 1969, seven young women, most of them coeds, were killed. WKNR had the first bulletin on the arrest of a suspect and kept a reporter on the scene to keep up a constant flow of information on developments. WKNR News has received repeated recognition for its service to the news wire.

A woman newscaster, Jacques Poole of WIOU(AM) Kokomo, Ind., won an award from the International Association of Fire Fighters for her coverage of a warehouse fire.

A radio documentary, *From the Earth to the Moon*, won Ohio State University and San Francisco State College awards for WNEW(AM) New York. The Ohio State citation noted: "Amidst the extensive attention provided by the broadcast media to the moon adventure, this program serves as a refreshing sidelight. Through the combination of voice, music and reality it has effectively portrayed the sense and drama of Jules Verne's uncanny predictions. Especially notable was the sequence combining the countdowns from Verne's book and the actual moon shot."

The program was written and produced by Christopher Glenn, WNEW newsman, and Mike Stein, news director.

The station also won two Clio awards in the media-promotion category and in the local large-market campaign category. In both categories, station promotions for the New York Giants football broadcasts were the winners. They were produced by Program Director David A. Pound.

A documentary on alleged police brutality in Atlanta won a Peabody award for WRNG(AM) North Atlanta, Ga. The program was titled *When Will It End* and was compiled by WRNG's news team of Teddi Levison and Mickie Silverstein. The idea for the program came from charges members of the black community made against various police officers. Through intensive investigation, key witnesses were located and interviewed. Testimony from both sides was presented as well as remarks from the chief of police, the mayor and a behavioral psychologist. The reporters spent about two months compiling the information, including about 100 interviews. Cost of the program was estimated at \$1,200 including air time. It inspired several days of heated discussion on the station's talk programs and several thousand calls.

For its intensive, comprehensive coverage of the 1968 political campaign, WRKL(AM) New City, N.Y., received an Alfred I. duPont—Columbia award.

The station's coverage of the hard news of the campaigns was augmented

by 53 special programs, some 60 hours, specifically featuring political candidates. Regular news reports included over 300 political actualities and 150 on-the-scene reports of political events. As evidence of its attempts to adhere to fairness, the station reported of its actualities 120 were Republican, 126 Democratic, 58 Conservative, and three Liberal, almost in direct proportion to the county's registration rolls.

Comments praising the coverage were received from the leaders of the four major political parties and the League of Women Voters. Since the political coverage was part of the news operation, it was not separated for cost determination, but News Director Art E. Athens reported his department's yearly operating budget was \$55,000. The operation, he said, while not directly profitable, gave the station stature in the community and is considered rewarding.

WNYE(FM) New York, the New



*Intensive research and on-the-scene interviews by Michael Prelee, news director of WHN(AM) New York produced a much-praised documentary on truck hijacking in the New York area. The program was called Truck Hijacking: Crime in High Gear.*

York City board of education station, won Ohio State and San Francisco State College awards for two programs, each from a series.

A dramatic reading of poems and essays on the subject of Harlem, the good and the bad, taken from student literary magazines was picked for the OSU award. The program was titled "What Harlem Mean to Me" from the series *The Student Writer*. The performers were from WNYE's student workshop. The station reports public reaction was strong with many requests received for scripts. Cost was estimated at \$392.

Another WNYE(FM) program, "Wasesa Kiswahili: Do You Speak Swahili?" won the San Francisco State College Broadcast Media Award. It was part of the series, *Dateline: Africa*, the format

of which consists of a fictional African reporter who covers stories breaking on the African continent. In the award-winning program a young Brooklyn girl desires to have African languages taught at her public school. While visiting Kenya she receives a beginner's lesson in Swahili. Public response, particularly from students, was reported to be very good. Cost of the program was estimated at \$592.

A series of editorials on gun-control laws won an American Bar Association award for KGO(AM) San Francisco. The editorials urged support of a bill in the California legislature. Although this bill died in committee the series did aid passage of gun-registration laws for the city of San Francisco. There were 93 broadcasts, unsponsored, but air-time costs totaled \$10,230.

An Ohio State award was given WPOP(AM) Hartford, Conn., for its *The Users* program about drug use and abuse. The 30-minute documentary was part of WPOP's series *Spotlight '70*. It was designed to appeal directly to the young. Interviews with inmates of the Hartford Correctional Center, patients at Blue Hills hospital and the acid-rock music and terminology of today's drug-oriented culture were integrated in a dynamic presentation. The program was not sponsored. More than 30 high schools and colleges asked for transcripts or tapes.

An informative series called *Autism in Perspective*, which dealt with a relatively obscure childhood mental illness, won a Major Armstrong award for WOR-FM. The three-part three-hour program was designed to make the public more aware of autism and its treatment. The mysterious childhood disease reportedly often is mistaken for mental retardation.

The Armstrong judges said: "These three broadcasts focused attention on an illness of infants that has received very little attention in the mass media. The participants spoke with authority without losing the interest of the audience. Some of them were parents of autistic children. They succeeded in defining the problem in human terms and in letting the listeners know how others could benefit from their experiences. Other participants were medically oriented . . . toward treatment, or diagnosis or research . . . the participants were able to talk in language that made their points meaningful to laymen."

The program was unsponsored. Its cost was estimated at \$500.

WKYC-AM-FM Cleveland received an Internal Revenue Service award for a series of spots its staff developed in conjunction with local IRS office and several of its agents.

An editorial campaign that obtained passage of legislation providing relief



**Question:** *How does Rollins Broadcasting discharge its responsibilities to the public?*



## **MORE THAN \$5 MILLION LAST YEAR IN MEANINGFUL PUBLIC SERVICE PROGRAMMING\***

College Credit Courses • Council On Youth • Black Newark • Homemakers Council • University of the Air • Government and History • Cool Summer • Classroom of the Air • Drug Abuse Series • Ask the Experts • Opinion • Focus • Scholars' Bookshelf • Impression • Traffic Safety • Eyewitness Forum • Operation Breadbasket • People Speak Forum • Afro-American Dialogue • Political Reports • Opportunity Unlimited

\*(Based on station end rates.)



**ROLLINS, INC.**

WNJR, Newark-N.Y.C.  
WAMS, Wilmington, Del.  
WGEE-AM-FM, Indianapolis

WRAP, Norfolk  
WBEE, Harvey-Chicago  
KDAY, Santa Monica-Los Angeles

WPTZ-TV, Plattsburgh  
WEAR-TV, Mobile-Pensacola  
WCHS-AM-FM-TV, Charleston, W. Va.



A panel of teen-agers record their discussions at Clinton State Farms in New Jersey for the program, Youth Speaks

Up, aired on WHWH(AM) Princeton, N. J. The program is prepared by teen-agers for teen-agers.

for persons falsely arrested won awards for WIND(AM) Chicago. The station received a Jacob Scher award of Theta Sigma Phi, a regional RTNDA award and a certificate of merit from the American Bar Association. The awards were the result of the station's efforts in behalf of a black postman who had been falsely arrested but was unable to have his record cleared. The station editorially helped with the promotion of a bill in the Illinois legislature that provides for the expunging of the records, including fingerprints, in such cases. It was approved overwhelmingly.

WISN(AM) Milwaukee was honored by the National Safety Council with its public safety award for a series called the *Sound of Safety* heard daily during the week at peak traffic periods. The station also aired special programs on boating safety, highway air-traffic reports and air-traffic safety specials.

WISN also was honored by the Treasury Department for its 52 instruction programs called *The Inevitable Day* series providing instructions on national and state income-tax returns. None of the broadcasts were sponsored.

Editorials and a special program on the problem of drugs, sex and youth brought awards to KQV(AM) Pittsburgh. Ohio State awards were received for two editorial series *Kids and Sex* and *Kids and Drugs*. The editorials were written by Russell D. Martz, KQV public-affairs director. KQV also received a San Francisco State College award for its documentary *The Drugged Generation*. This was a three-hour production. The program contained live telephone-talk segments with listeners giving experiences and opinions about the drug problem. Requests for tapes of the

show came from schools, churches and youth organizations. This same program won a Major Armstrong award for KQV-FM.

KLAC(AM) Los Angeles won an American Bar Association Gavel award for its series, *Law for Laymen*, produced by its department of community affairs. The programs were aimed at all segments of the population, with emphasis on preventive law, and designed to foster public understanding and appreciation of the American system of law and justice. More than 500 of the programs were broadcast around the clock between June 10 and Aug. 10, 1968.

The series was produced with the help of the Wilshire Bar Association. The bar officers drafted 20 individual questions and answers on different points of law. They then taped each segment. Copies of the questions were reproduced and distributed to the audience on request.

KLAC said the success of the program was aided by the use of localized voices which it has found more effective than canned announcements. The program was not sponsored, the value of the air time used was in excess of \$17,000 and the series required some 25 hours of production time. More than 3,000 requests were received for the scripts.

A veteran broadcaster and member of the board of the National Association of Broadcasters was honored with a distinguished service award in journalism by the University of Missouri. He is Don C. Dailey, vice president and general manager of KGBX(AM) Springfield, Mo., and is the first Missouri broadcaster to receive the award. He was cited for his "highly successful career of more than 18 years as a leader of Missouri broadcasting."

A San Francisco State College Broadcast Media Award was won by KCBS(AM) San Francisco for the fourth successive year for its program *In-Depth*. This is a discussion program with newsmakers as guests, designed to probe behind the immediate news headlines and explore the details that often do not receive exposure.

KCBS News Director Jim Simon was awarded a George Washington Honor Medal by the Freedoms Foundation for his program, *Lesson from Yesterday*. Using actualities of President Nixon and Frank Sinatra, the program examined the attitudes of dissenting youth and reviewed the history of unhappy, frustrated youth.

A station's over-all performance in public-service activities earned a San Francisco State College award for KABC(AM) Los Angeles. The station had several public-service campaigns, one of which was called the KABC *Ombudsman Service*. This program handled over 800 requests a month in 1969. It was initiated by Ben Hoberman, vice president ABC and general manager of the station, to help citizens who had difficulty in cutting the red tape that barred them from their government. Another element of the community-involvement campaign was a strong editorial policy. KABC reported that during 1969 it had a higher editorial-rebuttal rate than any other radio or television station in the nation.

KABC also received two Freedoms Foundation George Washington Medals in 1969. One was for *The Southern California Story*, a project consisting of one-minute vignettes that described facts and little-known segments of history from each community's past. The Los Angeles Board of Education used the tapes and scripts as teaching aids in school classes.

The other KABC program receiving a Freedoms Foundation award was the *Marv Gray Program*, specifically for the program's help in assisting a woman trans-Pacific sailor.

When Sharon Adams, first woman to sail solo across the Pacific lost radio transmission contact with the shore and had navigation problems, her husband, trusting she had long-wave broadcast reception, gave daily instructions over the program. He was able to give her instructions on fixing her ship-to-shore radio and to arrange a successful rendezvous.

An Alfred P. Sloan Award was received by KDUZ-AM-FM Hutchinson, Minn., for a series *Under the Laws of Minnesota*, 98 one-minute episodes emphasizing safe driving. The series was written and produced by Waldemar J. Sylvester, program director, who received a \$2,000 honorarium for the production. The series was unsponsored



## WHAT IS AVCO BROADCASTING?

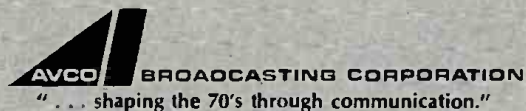


... In Washington, D.C., Avco Broadcasting Is WWDC and the bright, excited faces of ghetto children.

Inner-city youngsters were absent from school by the thousands. They literally had no clothes. WWDC's "Clothe a Kid" campaign provided more than 8 tons of clothing to these children. They returned to school.

Washington youngsters were starved for entertainment. WWDC decided to help. Staff members initiated ghetto movies and summer block parties. Over 45,000 attended the Washington finale alone.

Public service is reinforced with strong editorials. So strong in fact, that WWDC has been awarded the 1969 Sigma Delta Chi Distinguished Service Award for Radio Editorializing.



WWDC, just one of a progressive, involved group of twelve stations serving seven cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTH Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc.



and the estimated cost including personnel time and air time was \$666.40.

KDUZ also received Freedoms Foundation awards for one program, entitled *Let Freedom Ring*, dedicated to "The American Way of Life" and for an editorial on the subject of freedom. The cost of the special was estimated at \$52.

The "dedicated consistency and rare creativity" of WGN(AM) Chicago, was cited in the presentation of the Alfred P. Sloan traffic safety award. The station aired a number of programs that were considered in the award in addition to special safety spots and safety features.

In a related effort, *720 Story*, a 25-minute color film about WGN radio won a silver award for excellence in the sales presentation category at the International Film and TV Festival of New York last fall.

An RTNDA award for "outstanding radio editorials" went to WVOX(AM) New Rochelle, N.Y., for a series commenting sharply on issues of the day. One upheld the right of black militant Eldridge Cleaver to speak at Iona College. Another suggested that persons (especially those in the safe, comfortable suburbs) who duck the tough, moral issues of the day are comparable to the assassins of Robert F. Kennedy and

Martin Luther King.

The editorials received favorable comment from Jack Gould, *New York Times* radio-TV critic; Governor Nelson Rockefeller of New York; Congressman Ogden R. Reid (R-N.Y.) and CBS Chairman William S. Paley.

Mr. William F. O'Shaughnessy, owner of the station, was honored by the city of New Rochelle for the editorializing. Mr. O'Shaughnessy believes his strong and provocative editorial policy is good business. Although some accounts have been lost because of editorial policy, station business actually has tripled in three years since the editorials were begun, John A. Bodnar, program director, reported.

WXTO(FM) Grand Rapids, Mich., received a Gabriel award of the Catholic Broadcasters Association for its program *Essays in Ebony*. This was a series of one-minute capsules on black history. It was written by Professor Lewis Clingman of Aquinas College, Grand Rapids. It was edited and aired by Monsignor Hugh M. Beahan. The station said the program was sponsored profitably for most of its run. Reaction was good with most commenting on the new information being dispensed.

Two award-winning programs were sponsored and were profitable for WFMT(FM) Chicago. The station's *Fine Arts Quartet* series won a Major Armstrong award as "one of the most important advances in quality recording of an FM program for later use." In this case the citation also commended the advertising on the program of sponsor acoustic research as "an important ingredient in the quality of the show." The program was taped with the Dolby noise-reduction system for recording and playback. Despite high costs of production, the station reports the program was profitable.

WFMT's program host, Studs Terkel, won an Ohio State award for the best program dealing with community problems. The winning program *Fiesta: A Chicago Happening*, was co-produced by Mr. Terkel and Jim Unrath. It was a chronicle of the events that led to a community-police confrontation and its resolution in Lincoln Park last August.

Radio station of the year award, the result of a vote of some 900 attending the Bill Gavin radio program conference last year, was given to WCCO(AM) Minneapolis for its over-all "programming excellence." Wcco used a mixed format with some talk, heavy on news and public-affairs programming and some music.

An Ohio State University award was given noncommercial KPFK(FM) Los Angeles for its documentary *They Remember Dvorak*. The program, produced by William Malloch, provided a

first-person recollection of the composer using people who knew him and recalled him. Mr. Malloch compiled the material for the program over a period of several years.

A first place Major Armstrong award for "excellence and originality in FM broadcasting" in the educational category was won by KHFM(FM) Albuquerque, N.M., for its special Easter program *Triptych—Father, Son and Holy Spirit*. The program was a sound collage produced by Victor Emert and presented as a public-service program on Easter Sunday 1969. It was composed of a variety of bits of sound, music, words and created sound effects, blended to form a complete audio experience. It dealt with the Biblical version of the creation, God's covenant with Israel and the story of Jesus. Production costs were termed minor and public response was called very favorable.

The Armstrong judges said: "*Triptych* is an all too rare example of FM radio's ability to evoke meaningful visual images through impressionistic use of sound images, both familiar and unfamiliar."

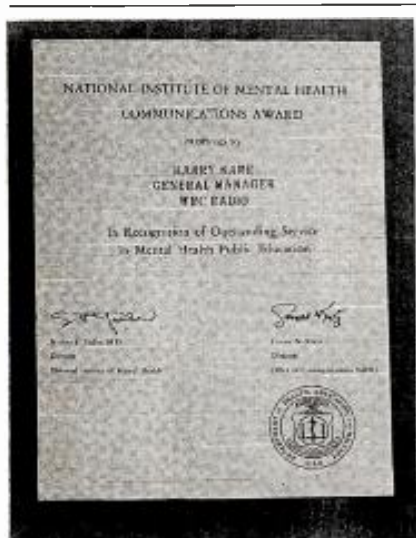
A program on estate planning, part of a weekly series on *You and the Law*, won an American Bar Association certificate of merit for WEVD-AM-FM New York. The program featured an insurance man and an attorney. The attorney was host on the program which was produced by Norma Greenstein.

WNRK(AM) Newark, Del., received the American Legion Auxiliary's Golden Mike award for the "finest local radio series in the interest of youth." The series of 90-minute specials presented the Newark Symphony Orchestra. The broadcasts were specifically programed for and the commentary was directed to the younger listener. In addition to more than 50 young people who performed with the orchestra, four young men assisted as recording engineers and in the planning. The series originates in the auditorium of the Newark Senior high school.

WNRK airs promotional announcements six days prior to each concert. The concert broadcasts are sponsored by the Delmarva Power & Light Co.

WNRK reports public reaction to the series very gratifying. At the same time audiences at the concerts are growing. And the station reports the sponsor is extremely proud of its contribution to serious music by its support of the program.

In addition, WNRK received an honor certificate from Freedoms Foundation for its program *In Memoriam*. This was a half-hour tribute to Americans who died protecting our liberties and originated from the Delaware War Memorial at the Delaware Memorial Bridge. The program included the Ogetown



WRC RADIO . . . IN  
SERVICE TO THE  
WASHINGTON  
COMMUNITY WITH  
A SERIES ON THE  
DANGERS OF  
DRUG ABUSE.

**WRC** **NBC** **980**  
RADIO

junior high school band and mixed chorus, and readings by WNRK Production Manager Daniel J. Casey. The program was not sponsored. Cost was estimated at about \$100 to the station. It was part of the school's regular Sunday series and the station noted that close cooperation with the Newark school district enabled it to air programs of community interest at minimal cost.

A panel discussion show prepared by teen-agers, for teen-agers and about teen-agers called *Youth Speaks Up* won an American Legion Auxiliary Golden Mike award for WHWH(AM) Princeton, N.J. The only adult on the show, except for guests, was its moderator, Raymond F. Male, former New Jersey commissioner of labor and industry. The topics and panelists were selected by a Youth Speaks Up Broadcast Group, made up of representatives of 20 area high schools. It was unsponsored and Frank Clark, producer, estimates costs at \$1,200 mainly for transportation. The station donated the time. The award was promoted locally in newspaper and on-air announcements ads, direct mail and magazine articles. Mr. Clark is executive secretary of the Mercer county, N.J., YMCA.

One of the series, "Teen-agers and Driving," received a bronze plaque from the National Foundation for Highway Safety.

A Freedoms Foundation award was received by KFRO(AM) Longview, Tex., for its program entitled *Independence Day*, aired on July 4, 1969. The half-hour program, sponsored by the Joseph Schlitz Brewing Co., was a story about the signing of the Declaration of Independence and was written by a staff writer, Lovina K. Green. Included were safe-driving messages. Production costs were estimated at \$200 and the program was promoted by public-service announcements prior to the day of airing. Public reaction was reported to be highly complimentary.

A special Memorial Day program broadcast on that day last year by KEFM Nacogdoches, Tex., was honored with the George Washington Honor Medal by the Freedoms Foundation. The programs, a series, used 20 times during the day, were based on excerpts from General Douglas MacArthur's speech to the cadets at U.S. Military Academy at West Point. Production was enhanced by use of patriotic and mood music and sound effects as background to the announcer's presentation. The programs were pressed on records and were distributed at cost or less. Cost of the program was estimated at several hundred dollars.

A Freedoms Foundation honor award was given KGNC(AM) Amarillo, Tex., for its editorial on the disenchantment and dissent among young people and its caution that "still, there are more things

right than wrong."

For its program *Sound Off for America* KHSJ-AM-FM Hemet, Calif., received a Freedoms Foundation award. It featured patriotic music and verse and locally produced material. It included elementary-school students reading prize-winning essays selected in a contest sponsored by the stations on "What America Means to Me." The program was sponsored by a lumber company.

*A Salute to America*, 37 individual segments of eight to 13 minutes length, won a Freedoms Foundation George Washington Honor Medal for KSOB-AM-FM Ontario, Calif. Produced for Memorial Day, it sought to remind listeners of the reasons for America's national holidays. The program segments took a total of 86.5 hours to record at a manhour cost of \$573.50. Record costs of \$75, tape and processing costs of \$200 raised the total to \$748.50. The program was unsponsored and listener reaction was reported to be very good.

KSRF(FM) Santa Monica, Calif., won a Freedoms Foundation award for its program *The Sounds of Freedom*, an Independence Day two-hour program on the subject of liberty and its particular expressions in America. The program used quotations by selected poets and authors, appropriate music, recorded voices from America's recent past and a musical narrative of a pioneer's journey westward.

A vignette series on *Flag Day* won a George Washington Honor Medal from the Freedoms Foundation for KZIX(AM) and KFME(FM) Fort Collins, Colo. In connection with the program, the station's news director, John T. Miller, obtained cooperation from dry cleaners in the city to clean flags, at no charge, of persons who agreed to display them on Flag Day. Special pamphlets on displaying the flag were distributed. Free spots on the air identified the cooperating business. The series included 28 vignettes of from one to three and a half minutes on the history of the flag. The station found the program did not make a profit, but that its public-relations value was considerable.

A Freedoms Foundation award went to WABC(AM) New York for its flag distribution project during the astronaut welcoming parades on lower Broadway. WABC disk jockeys passed out thousands of American flags.

WAHT(AM) Lebanon, Pa. won a Freedoms Foundation award for its program *Lest We Forget*, a chronicle of Pearl Harbor. The program used dramatic sound effects and voice actualities to tell the story of the day Dec. 7, 1941, and the war that followed. It contained a great deal of historical material and was well received by the listening public. The cost was not calculated but the research took a month

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- According to Pulse\* . . .
- WFMT is first among all Chicago FM stations in total persons reached [av. 1/2-hr. audience estimates, Mon.-Fri., 6 a.m.-12 midnight]
  - WFMT is third in all Chicago radio (AM and FM) in the evening in total men 25+ with a 6% share of all adults [av. 1/2-hr. audience estimates, Mon.-Fri., 6 a.m.-12 midnight]

\*Radio Pulse [Chicago, Illinois-Northwestern Indiana, Jan.-Feb., 1970]. Subject to limitations stated therein.

Chicago's Fine Arts Station  
 Represented by Petry  
**WFMT**



and writing and editing another week. The program was produced by Fred Williams, WAHT's program director and morning radio personality.

A sportscaster's story about a crippled Marine's courageous attempt to stand up during the playing of the Star Spangled Banner at a Baltimore baseball game won a Freedom's Foundation award for WBAL(AM) Baltimore. The story was related by John Steadman on his regular sports program, which is sponsored.

A Freedoms Foundation medal went to Iris Latham of WGL(AM) Fort Wayne, Ind., for her *Welcome In* program, an interview format that deals with topics of the times from welfare rights to drug abuse. The program was self-sustaining.

A "get out the vote campaign" won a Freedoms Foundation award for WGWR-AW-FM Asheville, N.C. The campaign was promoted by feature-length spot announcements prior to the presidential election of 1968. There was no sponsor. Telephone response to the announcements was termed enthusiastic.

WICC(AM) Bridgeport, Conn. earned a George Washington Honor Medal with its daily radio program *American Heritage*. The series of two-minute programs ran daily, eight times a day. Its purpose was to inform its audience about U.S. history, to teach the background of the Bill of Rights and the Constitution and to encourage public participation in expressions of belief in God and love of country. As part of the series an essay contest was conducted in the schools and for adults on the subject "Why I Believe in America." The program was not sponsored. The cost including prizes and time of personnel was \$975 and the radio time allotted was valued at \$45,000 for the year. The reaction in terms of participation in the contest and in telephone calls to the station was very good.

WICC also received national recognition from the AP Managing Editors for "outstanding cooperation" in covering news in the area. The news staff, headed by Christopher Lindsay, contributed 406 stories to AP in a 12-month period.

WORK(AM) York, Pa., earned a Freedoms Foundation award for its program, "Get in or Get out." The program was part of the series *Comment* and pointed out the necessity of using properly all of the mechanics of our democratic form of representative government to find solutions to our social ills. Reaction from all levels of the York community was favorable, the station said.

WQMR(AM) and WGAY(FM) Silver Spring, Md., received a Freedoms Foundation George Washington Honor Medal for a patriotic program, *Salute to Old Glory*. It was composed of

patriotic music supplied by the Old Guard band of Fort Myer, Va., and was narrated by Bob Falcon, program director. It was sponsored by Randolph Hills Nursing Home.

WSB(AM) Atlanta received a Freedoms Foundation Distinguished Service Award for a series of special commentaries on goals for Americans. The series was written and voiced by WSB Vice President and General Manager Elmo Ellis. The station also received a Freedoms Foundation Award along with the Atlanta Federal Savings & Loan Assn. for its Great American Award project honoring Astronaut Walter Shirra.

A Freedoms Foundation award was given to WSPD(AM) Toledo, Ohio, for its radio editorial, titled "Some Offbeat Thoughts on Independence Day." The editorial, concerning the youth of the nation and the establishment, received many favorable phone calls and favorable letters. The editorial was written and recorded by David Drury, editorial director, and the cost was estimated at \$250.

A Freedoms Foundation George Washington Honor Medal went to WTVN(AM) Columbus, Ohio, for a special program *The Age of Dissent*. The program, a sustaining public-affairs presentation, gave a history of dissent from 1960 to the present and suggested guidelines for youth within the framework of representative democracy.

The show was produced and written by Joe Waldman, required some 60 hours for preparation and ran for 25 minutes.

*(The foregoing special report was written by William R. Loch, associate editor, Washington.)*

## Radio delivers Ad Council's message

Listener impressions put  
at 13 billion; medium  
moves free booklets

The Advertising Council reaped a bumper crop of cooperation from the radio networks and radio stations last year, with all of its 22 major campaigns registering an increase in circulation. Radio-listener impressions (one message heard once in one household) through contributed network time alone totaled a rough 13,137,277,000. Accounting for free spot time is such an inexact science that it is not known whether spot doubles or trebles the network figure.

In fact, it is partly because reporting was more precise at two of the radio

networks last year that circulation figures showed such marked improvement over 1968, when only four billion impressions were claimed. TV monitoring has proven no problem because of the full cooperation of the three television networks and the contributed services of Nielsen Television Index; the council has always had trouble pinning down its radio-station play. An answer to this problem is being sought, and one solution under consideration is enlisting the aid of Radio All-Dimension Audience Research (RADAR), set up jointly by ABC, CBS, Mutual and NBC radio networks. But until such an arrangement is worked out, clerical problems will make network reporting difficult.

The top-10 campaigns on network radio last year in descending order of the attention they received were: Traffic Safety, United Funds, Prevent Forest Fires, Keep America Beautiful, Red Cross, U.S. Savings Bonds, Peace Corps Volunteers, Crisis in Our Cities, Religion in America, Life, Invite and Welcome Foreign Visitors. The first five received over 800-million listener impressions each, and Traffic Safety and United Funds received over two billion each. Of the second five each received from 500-million to 800-million impressions. Crisis in Our Cities (The National Urban Coalition), U.S. Savings Bonds and Zip Code were among the campaigns whose circulation doubled as a result of better reporting.

Good advertising materials were credited for the success of the secondary projects listed in the Ad Council's radio-TV bulletins last year. The best in terms of radio circulation were Drug Abuse (a forerunner of the new campaign to be undertaken by the council this summer), Care, Heart Fund, Vista, Boys Clubs, Boy Scouts, Planned Parenthood, Safe Boating, Library Week, and Big Brothers. Network play for the more than 50 bulletin projects doubled under the better reporting system, and total circulation for the top-10 bulletin projects ranged from 275-million to 700-million listener impressions.

The council has found radio particularly useful in producing requests for booklets and information pieces. The number of requests for *25 Technical Careers You Can Learn in Two Years or Less*, offered as part of the technical-education campaign mounted last year by the council, was overwhelming. Requests average 15,000 a week, and it now appears that nearly a million pamphlets will be distributed in the campaign's first year.

The technical education and training campaign is described as "an ideal situation for a council effort" by Council President Robert Keim because opportunities in technical fields go relatively unpromoted.



## Pauley, Woroner plan black network

They hope to line up 70-75 affiliates for live news and actuality broadcasts

Formation of National Black Network Inc. to furnish a news and information service specially tailored for black-oriented radio stations is being announced today (June 29) by Robert R. Pauley, former president of the ABC and Mutual radio networks, and Murry Woroner, head of Woroner Productions.

The network expects to have some 70-75 black-oriented radio stations as affiliates for the live service, which is slated to start no later than Feb. 1, 1971. That, officials said, is the approximate number of radio stations currently programing primarily to black audiences.

Two five-minute news feeds each hour, probably on the hour and half-hour, will be NBN's basic service.

In addition, Mr. Pauley said last week that he hoped individual affiliates would contribute actualities and other special news reports for distribution by the network, a concept he introduced on the ABC radio network during his tenure there.

Since the network lines will be available 18 hours a day, they may also be used from time to time for coverage

of special events, such as speeches of black leaders.

Mr. Woroner, a well-known program producer and distributor, is chairman of NBN and will be responsible for all programing and production. Mr. Pauley, a management consultant since he left the Mutual presidency last October, is consultant to NBN under a five-year renewable contract. He is playing a key role in organizing the company and will provide guidance and direction in its operation.

Mr. Pauley said it was planned that most of the officers and all of the newsmen and salesmen would be blacks, so that the operation would be "truly oriented toward black people."

National Black Network, he said, will have its own newsmen in bureaus in New York, Washington, Los Angeles and Atlanta, providing "news of primary interest to the 22 million black citizens of the country, a service not now being performed by any other medium."

The news currently carried on black stations is predominantly white-oriented, he said, "mainly because it has white sources of origination."

In addition to its own news staff, he said, NBN will use the news services of AP, UPI and Reuters.

Mr. Pauley said affiliation would be on the basis of exclusivity in the city of license, and that affiliates would be compensated for carrying the network news.

This compensation may be in the form of permission to sell some of the five-minute segments in return for carrying those sold by the network, or in dollars if they elect not to carry the segments available for local sale.

For advertisers, a rate card is being developed that envisions an average rate of about \$1,500 a commercial minute.

Mr. Pauley said this may sound high in the current market but that it would deliver an audience much less subject to fractionalization than white audiences because listeners to black-oriented stations tend to tune around less.

"Since the black citizen is neither print nor TV oriented, but is strongly loyal to the ethnic radio stations serving him, NBN by delivering responsible,

honest, unbiased news and information of black interest will build a sense of proprietorship among its listeners and a strong identity with the network and its advertisers," he said.

NBN leaders have discussed with Ford Foundation officials the possibility of getting some backing in the form of an investment that would be repaid, not as an outright grant.

Ford officials reportedly showed interest. Ford was said to have been approached primarily because it had underwritten a study of black radio that indicated a need for this kind of network service.

In any event, NBN authorities appear confident of adequate backing and say the network "should be in the profit column virtually from its inception." Interest among black-oriented stations in becoming affiliates also was reported high.

Mr. Woroner, NBN chairman, has a reputation as an innovative programmer whose specialties have included computer-based sports and games as well as such award-winning productions as *The First Christmas*. He had experience in radio news presentation when he was in station management before opening Woroner Productions. Mr. Pauley, widely known as a broadcaster, was head of the ABC radio network in 1960-67 and of the Mutual network from 1968 until last fall.



Mr. Woroner



Mr. Pauley

# Fairness plan gets cool reception

## FCC proposal would force broadcasters to search out opposing views

Broadcasters failed to warm last week to an FCC proposal that would tighten their fairness-doctrine obligations by requiring them to seek out spokesmen with contrasting views when they present programming dealing with controversial issues.

Specifically, the proposal would require licensees to actively recruit persons to present opposing viewpoints on controversial issues if no response is received to a broadcast invitation for opposing spokesmen. The proposed requirement would be applicable in instances where a licensee has aired only one side of a controversial issue within a "reasonably close" period of time and has no plans to present opposing views (BROADCASTING, May 18).

Westinghouse Broadcasting Co., claiming the commission had failed to demonstrate a need for the proposed rules, said they would tend to inhibit robust debate and editorialization by substituting "procedural requirements" for the "substantive mandate" for a

balanced presentation of views contained in the FCC's 1949 editorializing rules and last year's Red Lion decision.

Westinghouse, noting that under the proposed rule if several opposing spokesmen decline to appear a licensee would be considered to have discharged his obligations, said the commission seemed to be assuming that "the public would be better served by the presentation of the one-sided position than by balanced over-all coverage."

Westinghouse also warned that, given a choice, some licensees may forego editorializing "rather than submit to the procedural steps outlined by the FCC."

In joint comments, The Evening News Association (group which includes WWJ-AM-FM-TV Detroit), and the Royal Street Corp. (WDSU-AM-FM-TV) said that while the practices proposed by the commission were "already being followed generally" by their stations, they should not be "rigified into a formal rule. In our opinion, some flexibility of

program method predicated upon the 'good faith' of the station must be maintained. . . ."

Altoona Trans-Audio Corp. criticized the proposal as being "unduly burdensome upon small stations with limited staffs and resources." The licensee urged that the rules be confined to editorials treating only one side of a controversy or a series of programs exposing only one side of such an issue. Altoona also suggested that the commission exclude "open-mike" shows from the proposed requirements.

The office of Communication of the United Church of Christ—which has assisted several groups opposing station renewals—supported the thrust of the proposals, claiming that stations "generally express the viewpoints of their managements, their news staffs and local persons and groups who are sophisticated in the techniques of attracting coverage."

The office asked the commission to make clear that fairness doctrine requirements apply to educational as well as commercial stations and urged the commission to require stations to maintain public program records (including texts) "as a tool for enforcement of its fairness policies."

## Johnson again blasts colleagues

### He likens majority vote in antiwar-fairness case to Agnew, Kent killings

The FCC's rejection of protests of antiwar groups seeking broadcast time to respond to military-recruitment spots was pictured last week as part of a pattern of administration behavior toward critics that includes Vice President Spiro T. Agnew's "intimidation" of the networks and the National Guard killing of Kent State students.

It was also characterized as leaving those opposed to military service with no recourse but demonstrations and draft-card burning "to attract the largest of the news media's television cameras." For its message was that "the young people of this nation must find their path to the fairness doctrine in the streets."

Commissioner Nicholas Johnson expressed these views last week in a 22-page statement dissenting to the commission ruling, on June 4, that the broadcast of armed-forces recruitment

messages, by themselves, do not raise fairness-doctrine issues. The ruling, adopted by 6-to-1 vote, was in response to protests that antiwar groups filed against stations in the San Francisco area and in Washington that refused to make time available to them (BROADCASTING, June 8).

Commissioner Johnson based his dissent largely on the ground that, as some of the antiwar groups argued, the recruiting spots raise the fairness-doctrine issue in the same way that, as the commission held three years ago, the broadcast of cigarette advertising does.

The principal question, he said, is whether promotion of desirability of military service raises a controversial issue of public importance. And considering the U.S. involvement in "a serious war" and the view "of highly respected legal scholars" that the President has violated the Constitution "in conducting an 'undeclared war'", he said, "how can recruitment solicitations be considered anything but controversial?"

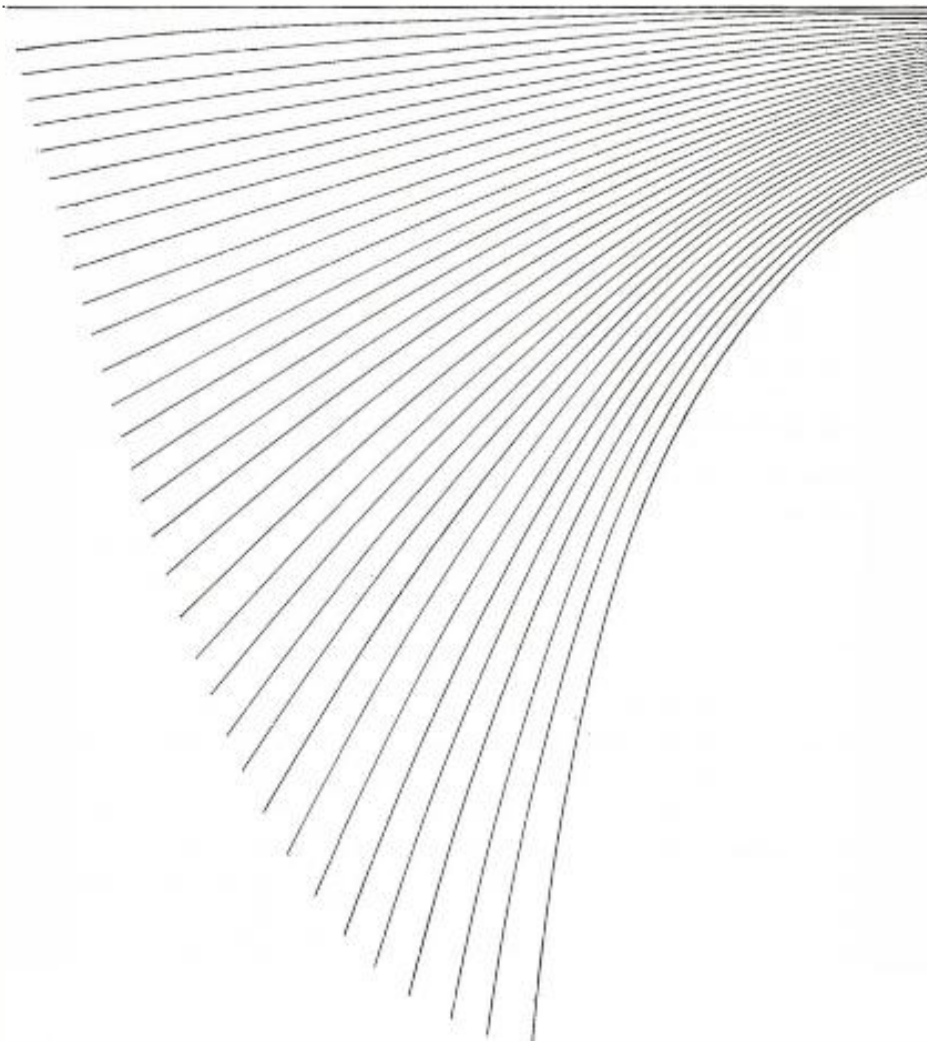
But even if there is no basis in law for the complainants' claims, he said, "a confident and compassionate government would grant their 'humble petitions,'" he said, quoting from the Declaration of Independence. Then he

added:

"Is this administration really so frightened of the rights of free speech and press and 'the right of the people peaceably to assemble, and to petition the government for a redress of grievances' (to quote from the Bill of Rights) that its critics must be met with intimidation (the Vice President versus the networks), gunfire (at Kent) and slammed doors (at the FCC)?"

In the course of his opinion, Commissioner Johnson deflated a statement the commission routinely uses in discussing fairness-doctrine cases: "It is not a question of the commission substituting its judgment for that of the licensee, but rather whether, in light of the showing before the commission, the licensee's judgment can be said to be arbitrary.

"Of course," Commissioner Johnson said, "everyone must know that this double talk is nonsense, and is used primarily when the commission does not want to apply the fairness doctrine to a particular factual situation." At some point, he said, the commission must decide that a licensee's determination that the fairness doctrine does not apply is wrong, "and I do not see how we can do this unless we substitute our judgment for the licensee's."



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# Network, affiliates part company over rule

## ABC-TV stations rap Goldenson for his stance favoring cutbacks in prime-time programing

George A. Koehler of the Triangle Stations, chairman of the ABC-TV Affiliates Association, told ABC Inc. President Leonard H. Goldenson last week that the affiliates think ABC's acquiescence in the FCC cutback on prime-time network programing reflected "an extremely short-ranged look."

Mr. Koehler was replying to a letter sent by Mr. Goldenson in response to affiliates' call for clarification of the network position. For the most part Mr. Koehler's letter iterated or simplified views he expressed in an interview shortly after receiving the Goldenson communication (BROADCASTING, June 22).

"While it's true the economy is soft now," Mr. Koehler wrote, "there's every hope that it will shortly turn around. And there is the hope beating strongly in every affiliate breast that ABC-TV will soon—perhaps this year—gain strength, become the leading network, improve its affiliate line-up and emerge as the leader in every way among television networks.

"In the face of this hope, the network's position favoring a cutback [in

prime-time network programing] as the lesser of several evils and its expression that shorter program obligations may help to strengthen the network is somewhat disillusioning."

He agreed with Mr. Goldenson that the prime-time rule—limiting each TV network to three hours of programing between 7 and 11 p.m.—"is substantially better than some other rules which might have been handed down."

But, he continued, "this really isn't to the point. . . . The fact is that an imposing majority—a majority amounting almost to unanimity—of ABC-TV network affiliates feels strongly that the proposed rule will affect television adversely.

"I believe that what motivates these men—many of whom have been in television for 20 years or more as I have been—is not first a selfish concern; there is, I believe, genuine alarm that the viewing public will be short-changed."

Mr. Koehler said affiliates could see how ABC-TV might benefit from the program cutback, but that "stations

must program even when the network isn't providing service and there is no way to make local stations stronger by providing what must assuredly develop as less powerful, less well-produced programing. Further, the other networks have the same advantage of being able to cull their weakest programs and must necessarily evolve stronger, too."

He made clear that if ABC seeks to pass along to affiliates this fall the increase in AT&T networking charges, as ABC-TV has indicated it probably will do, the affiliates will oppose the move. "Our position on this issue is and continues to be that this increase is a cost of the network doing business, just as its increased personnel cost, the costs involved in colorizing the network and just as increased program costs are the network's responsibility and must be considered as the price the network pays for being a network."

Mr. Koehler told Mr. Goldenson that he represented "the unanimous position of the board and a wide majority of the affiliates in directing these comments to you. At the same time, I speak for the board and the affiliates as a body in assuring you that in spite of occasional disagreements, we are all interested in helping the ABC Television Network move ahead in providing top-quality service to the American people."

## Fulbright zeroes in on Pentagon program

Senate Foreign Relations Committee Chairman J. William Fulbright (D-Ark.) has called for the elimination of Defense Department television camera crews that send films from Vietnam to the commercial networks.

Senator Fulbright began his push to eliminate the program after he heard from one of the crew leaders that film shot in Vietnam had been faked (BROADCASTING, June 1). Last week he told an appropriations subcommittee:

"The Defense Department is not only propagandizing the American people to support the current Vietnam policy, but it is passing off fiction as fact. The commercial television networks are perfectly capable of presenting the facts about what is going on in Vietnam. The American people deserve better than to have staged propaganda films passed off as straight TV news."

The senator launched his attack on the newsfilm crews as part of an overall attempt to slash the Pentagon's public-relations program, which he says has grown to drastically inflated proportions. From 1959 to 1970, he said, the total Defense budget just about doubled, while the public-affairs budget showed a "fifteenfold increase"—from \$2.7 million to \$40.4 million.

"There is something basically unwise

## Opposition mounts against FCC rule

Screen Actors Guild last week added its voice to the general opposition the FCC's prime-time access rules are confronting. SAG argued that the rules will not achieve their intended aim and that the commission should instead adopt its original "50-50" proposal.

The guild said there are "serious questions as to whether any one program could sell in more than a fraction of the markets being opened by the new rule. The FCC fractionalizes the total market by its rule and then economics and competition will fractionalize it further. . . . It seems patently clear that the rule, if it works at all, dooms 21 hours of prime time per week to a new and hitherto unexplored 'vast wasteland'."

Urging the commission to reconsider its 50-50 proposal, which would limit network ownership or participation to 50% of prime-time programing, the guild said the concept "has more merit in today's industry than it did when the FCC first proposed it."

The new prime-time rules prohibit affiliates in the top-50 markets from ac-

cepting more than three hours of network programing in prime time and bar networks from engaging in domestic syndication or from selling abroad programs other than those they produce themselves.

Also last week CBS asked the commission to stay the effective date of all the new rules pending commission disposition of petitions for reconsideration in the matter and "any further commission proceedings and subsequent judicial review."

Westinghouse Broadcasting Co. last week asked the commission to reject requests for stays of the rules sought by NBC and Paramount Pictures, arguing that a delay would "discourage the commitment of funds and beginning of work on programs by both existing and new programing sources."

Gilmore Broadcasting Corp asked the commission to postpone the rules' effective dates, maintaining that because of high program-production expenses, at present "no one supplier can reasonably plan on placing his product on any great number of stations. . . . it seems to us to follow logically that many program production companies will choose not to get into the program-production fight at all. . . ."

and undemocratic," Senator Fulbright said, "about a system which taxes the public to finance a propaganda campaign aimed at persuading the same taxpayers that they must spend more tax dollars to subvert their independent judgment."

## Top 10 markets acquire 'Male of the Species'

Independent Television Corp., New York, last week announced sale of the Emmy-Award-winning *Male of the Species* to Metromedia, Westinghouse, Storer, and CBS-TV stations in the top-10 markets. At the same time, ITC reported a 30-day foreign gross sales record of \$2.4 million for May.

According to Abe Mandell, ITC president, sale of *Male of the Species*, which was presented in January 1969, starring Sir Laurence Oliver, Paul Scofield, Sean Connery, Michael Caine, and Anna Calder-Marshall, marks the first time an Emmy-winning program has been placed in syndication. Mr. Scofield and Miss Calder-Marshall also won Emmys for their roles in the 90-minute special.

Metromedia purchased the drama for WNEW-TV New York; WTTG-TV Washington; and KTTV-TV Los Angeles. CBS-TV bought it for WBBM-TV Chicago. Westinghouse acquired it for KYW-TV Philadelphia, WBZ-TV Boston, KPIX-TV San Francisco, KDKA-TV Pittsburgh and WJZ-TV Baltimore. Storer Broadcasting took the program for WJBK-TV Detroit, WJW-TV Cleveland, WAGA-TV Atlanta, WITI-TV Milwaukee, and WSPD-TV Toledo, Ohio.

The foreign sales record was sparked by pre-production sales in almost every world market of four shows scheduled for the fall on ABC-TV. They are: *The Friendly Persuaders*, starring Roger Moore and Tony Curtis; *This is Tom Jones*, renewed by ABC-TV for 1970-71; the new Shirley MacLaine series; and the hour-long *Petula Clark Special* to be telecast on ABC-TV this coming season.

## NBC-TV drops ecology series

NBC-TV presented the final episode of its weekly series on ecology, *In Which We Live*, yesterday (June 28), cancelling the production after eight weeks. Reuven Frank, president of NBC News, said the program was terminated because of a lack of sponsor and viewer interest and a general reduction in TV budgets. He said NBC's regular news programs and its documentary series, *First Tuesday*, would present ecological features from time to time, and that two prime-time specials on the subject are being considered for the fall.

## Italian firm buys Paramount lot share

Gulf and Western Industries, New York, has sold half its interest in Paramount Studio's Marathon Lot in Los Angeles to Societa Generale Immobiliare, a Rome construction and real-estate firm.

In a separate transaction, Gulf and Western purchased 15 million shares of SGI, amounting to 10.5% of that company.

A spokesman at the Hollywood studio said he was not sure how the sale

would affect production of the eight series currently being filmed there. The sale of half of the 52-acre studio is viewed as the first major move by Gulf and Western out of the motion picture business.

At least one major industry talent union expected the studio to close permanently if the Writers Guild of America had gone ahead with its strike action last week.

The price paid by SGI for the land has not been announced, although the price for the entire lot had been quoted in Hollywood to be approximately \$16 million.

**Step up to Northern Michigan  
— a 1 1/4 billion-dollar market**

**\$6,781 C. S. I.  
per household**

\$1,247,143,000 in Consumer Spendable Income in the 35 counties where WWTV/WWUP-TV is the dominant CBS station. Source: SRDS and ARB.

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in the state — a huge 25-county area where Michigan's biggest spenders spend. And if you add the ten neighboring counties where WWTV/WWUP-TV is the dominant CBS station, you're looking at a cool billion dollars in retail sales. Think about it—when you're thinking about Michigan.

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CADILLAC-TRAVERSE CITY / SAULT STE. MARIE  
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## The sportscast that drew 900 million TV viewers

While American television audiences were watching baseball during the month of June, virtually all the remaining TV sets in the world were tuned in to satellite transmissions of the World Cup soccer championships in Mexico City.

To Europeans, Asians and Latin Americans, soccer is a combination of the American World Series, Rose Bowl and Kentucky Derby—so it is no surprise that the total worldwide viewing audience of the World Cup games is placed at between 800 and 900 million by the executive director for the Mexico City coverage, Dr. Roberto Kenny. Between 80 and 90 million people are said to have watched the Italy-Brazil finals on June 21.

According to Communications Satellite Corp. sources, more than 470 hours of channel time was used for the World Cup games between May 31 and June 21. This compares with almost 335 hours devoted to the American astronauts' historic first steps on the moon in July 1969.

Only two U.S. television stations carried some of the games, although there were closed-circuit showings in as many as 21 theaters in the U.S. and in Canada. The stations were KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex. Both are 20% owned by Emilio Azcarraga, Mexican broadcast tycoon, who is vice president of Telesistema Mexicano, S.A., which handled production and technical operations for the games.

The telecasts were beamed live to 40 countries and sent on a delayed basis on video tape to six others. Over 360 broadcast newsmen attended the games and broadcast in 26 languages. Dr. Kenny also estimates that some 2,000 radio stations around the world carried the games.

## TV syndicator reports it's handling more shows

Media/Syndication Systems Inc., New York, which marked its first anniversary this month, reported last week it has acquired seven program series and specials for syndication via the advertiser route.

Lawrence P. O'Daly, president of Media/Syndication, said that his firm is representing Alan Burke Productions on the half-hour *Tom and Nancy Program*, starring Tom and Nancy Seaver; Bruns Advertising, New York, on the half-hour *Dunninger Show*; Chuck Reeves Productions on the half-hour *Boating Show*.

In the specials area, he said, Media/Syndication is acting on behalf of sev-

eral production companies which are contributing to five animated one-hour programs under the title *The First Week of Christmas*, plus Madison Square Garden Productions on a one-hour rodeo program; Tony Benedict Productions on the one-hour *Yellowstone Christmas* and Aaron Beckwith Presentations on the half-hour *Pink Locker Room*.

In its first year, Media/Syndication has completed two major assignments for advertisers through their agencies. It negotiated for the placement of King Features Syndicate cartoon library in 75 markets for Quaker Oats and the *Something Else* entertainment series in 71 markets.

The half-hour series were made available to stations in exchange for two spots for the advertiser, with the station selling the remaining four announcements. For the 1970-71 season, according to Mr. O'Daly, Media/Syndication is in negotiation with five agencies on behalf of 15 sponsors.

## Roberts recommends a role for newsmen

### RTNDA president calls for closer ties between newsmen and management

A plea for a greater role for newsmen in broadcasting has been sounded by J. W. Roberts, Time-Life Broadcast Washington bureau chief and president of the Radio-Television News Directors Association.

Mr. Roberts was a special guest speaker last week at a luncheon meeting of the board of directors of the National Association of Broadcasters in Washington.

Mr. Roberts told the board "the news department is your showcase in the community and represents you in the community." He said "a closer working arrangement between newsmen and top management is needed both locally and nationally."

The RTNDA head declared "broadcasters are having their roughest year in history . . . this is the first time there has been a really sustained attack on broadcasting and a detectably strong public response against broadcasting."

He named the federal government as the "worst area" for attacks and pointed to the FCC as well as Vice President Spiro T. Agnew for what he called their attempts to inhibit broadcast news coverage. Regarding the FCC, Mr. Roberts said: "Every time they require a hearing on a news story they actually are encouraging mediocrity in news coverage and discouraging good journalism."

## RTNDA lists winners of awards in 5 regions

The Radio-Television News Directors Association announced last week the winners in five regions in its annual radio and TV competition. Selection of the national winners will be made in advance of the RTNDA convention in Denver, Sept. 21-26.

Television awards: Western region: spot news: KEYT(TV) Santa Barbara, Calif.; editorial: KOGO-TV San Diego; documentary: KOMO-TV Seattle; Midwestern region: spot news: WWJ-TV Detroit, WCCO-TV Minneapolis; editorial: WJBK-TV Detroit; documentary: WCCO-TV Minneapolis, WBBM-TV Chicago; Northeastern region: spot news: WNAC-TV Boston; editorial: WTOP-TV Washington; documentary: WCBS-TV New York; Southern region: spot news: WDSU-TV New Orleans; editorial: WCKT(TV) Miami; documentary: WTUV(TV) Miami; Canadian region: spot news: CFPL-TV London, Ont.; documentary: CHEX-TV Peterborough, Ont. (no editorial category).

Radio awards: Western division: spot news: KABC(AM) Los Angeles; editorial: KFVB(AM) Los Angeles; documentary: KSFO(AM) San Francisco; Midwestern region: spot news: WIBC(AM) Indianapolis; editorial: WIND(AM) Chicago; documentary: WBBM(AM) Chicago; Northeastern region: spot news: WCBS(AM) New York; editorial: WTIC(AM) Hartford, Conn.; documentary: WEEI(AM) Boston; Southern region: spot news: WSGN Birmingham, Ala.; editorial: WSB(AM) Atlanta; documentary: WAKY(AM) Louisville; Canadian region: station winners not available.

## Videorecord names management staff

The management team and organizational structure of Videorecord Corp. of America, Westport, Conn., newly formed visual programming company in home entertainment, commercial broadcasting and specialized fields (BROADCASTING, March 16), was announced last week by Dr. Stafford L. Hopwood Jr., president and chief executive officer of the new firm.

Corey M. Allen, formerly senior vice president and management supervisor of SSC&B, New York, has been named vice president and general manager of the entertainment division. Dr. James Lieberman, an assistant surgeon general of the U.S. and director of the National Medical Audiovisual Center in Atlanta, has been appointed vice president and general manager of Videorecord's medical division. James Katavolos, director of educational marketing for the Elcc-



tronic Video Recording (EVR) division of CBS, has been appointed vice president and general manager of the education division.

Production activities of Videorecord will be under the direction of Ray Abel, executive producer, who was a staff producer-director for WCBS-TV New York from 1955 to 1970. Stanley G. Hopwood has been appointed administrative vice president and general manager of the operations division and Edmund R. Auer has been named secretary-treasurer.

Videorecord's public relations, advertising and sales promotion activities will be directed by Donald V. West, assistant to the president of CBS Inc. from

1966 to 1970. Fred Roberts, product manager and senior market analyst of the FMC Corp., has been named director of marketing services for the operations division.

Videorecord is expected to work with such companies and their systems as RCA's "SelectaVision"; CBS's EVR and the Sony Corp.'s home entertainment system. Videorecord will supply the "software" for these systems.

### WGA holds informal talks

The Writers Guild of America is back at the bargaining table with the Association of Motion Picture and Television Producers and the networks but the

vital areas of consideration have not changed. A WGA revised package was agreed upon by the guild Tuesday (June 23), preliminary talks were held Wednesday and formal negotiations are expected to resume shortly.

### Wonder where the dog went?

Eagle-eyed viewers will know right away that this year's wonder dog on the CBS-TV series *Hee Haw* is not the same bloodhound that claimed the title last year. Seems that the owners of Kingfish the Wonder Dog and former star wanted an increase in salary, a percentage of the merchandising rights and residuals. The new wonder dog is named Beauregard.

## 'Sesame' opens for Mike Dann

### CBS-TV picks 32-year-old Silverman to succeed veteran of ratings wars

Michael H. Dann, closely identified with CBS-TV programming for 12 years and head of it for the past seven, resigned last week. Fred Silverman was promptly promoted to succeed him.

Mr. Silverman, 32, headed daytime programming for CBS-TV from 1963 until last February, when he was named vice president for program planning and development.

Mr. Dann, 48, will move to the Children's Television Workshop as vice president and assistant to the president, Mrs. Joan Ganz Cooney. Mrs. Cooney said Mr. Dann "will be involved in a wide range of workshop activities," including development of foreign-language versions of its *Sesame Street* series for preschool children and a study

of the feasibility of the workshop's expanding into cable TV.

The timing of Mr. Dann's departure came as a surprise, although there had been intermittent reports that he wanted to give up the job, perhaps for a broader one in program policy and planning at the CBS corporate level. However, he was quoted as saying only two days before he submitted his resignation that he planned to stay put.

CBS authorities denied that his resignation was anything but voluntary.

The most common, but unofficial, explanation was that many of the program decisions for the 1970-71 season had been made by CBS-TV President Robert D. Wood and that in particular Mr. Dann's highly competitive nature put him in opposition to the decision to put more emphasis on "relevancy" in the new schedule even if it cost the network rating points.

In any event, it was said he had not agreed with such moves as the dropping of Jackie Gleason, Red Skelton and Petticoat Junction from the new schedule, or the earlier dropping of the Smothers brothers. He was said to feel that, whether the new schedule proves to be a winner or not, it is not "his" schedule and accordingly he wanted to leave before the season opens.

He will, however, remain for a few weeks to help Mr. Silverman break into his job as vice president, programs.

That was the title Mr. Dann held from March 1963 to July 1966, but since that time he had been senior vice president, programs. He had been with CBS-TV since March 1958, serving first as vice president, programs, New York.

Mr. Dann started in broadcasting in

the late 1940's as a comedy writer. He joined NBC in 1949 as trade and business news editor, later switched to NBC programming and served successively, over a period of nine years, as director of special programs, director of the program department and vice president in charge of program sales.

Under Mr. Silverman's direction since 1963, CBS-TV daytime programs have consistently been ratings leaders. As vice president for program planning and development since February, he has supervised all East Coast development activities for nighttime programs and specials as well as daytime programs and was also responsible for long-range planning.

Before joining CBS at the age of 26 he had worked at WPIX(TV) New York and WGN-TV Chicago. A bachelor, he was graduated from Syracuse University and has a master's degree in TV programming and theater from Ohio State University.



Mr. Dann



Mr. Silverman

## Reeves Telecom signs pact with CBS

CBS Enterprises has signed Reeves Telecom's CATV systems as the first client of its 15 weekly hours of cable programing.

Henry Gillespie, director of domestic sales, CBS Enterprises, said that Reeves plans to use CBS's programing package on its systems in Huntsville, Ala. (13,000 subscribers) and Gadsden, Ala. (8,000 subscribers), starting in the fall.

The CBS Enterprises service consists of four half-hour programs and one full hour program each weekday.

The half hours are *Crosstalk*, local controversy on issues of national and local interest; *Cash on the Line*, in which viewers compete for prizes as they call in answers to questions; *Sound Off*, in which local residents speak their mind on any subject; *Right You Are*, in which three-member teams compete in question-and-answer sessions. The hour program is *For Women Only*, which focuses on topics of interest to women.

CBS Enterprises will supply cable systems with scripts, graphics, props, audio tapes, film clips and other items needed to put a program on the air with local hosts and participants. Mr. Gillespie believes CATV systems using local personalities on these programs can be expected to develop announcers and performers for the broadcasting stations and networks.

## NC&K staffers form syndicator

The formation of CPM Programs Inc., New York and Los Angeles, to specialize in the development and placement of sponsor-oriented TV programing, was announced last week by Marlo Lewis, board chairman and former vice chairman of Norman, Craig & Kummel, New York.

Mr. Lewis heads a group of erstwhile NC&K TV-radio program executives in the new venture. For the past four years, on behalf of several of the agency's clients, they have developed and placed advertiser-supported series on network TV (*Showcase '68* for Bristol-Myers on NBC-TV and *Treasure Isle* for Colgate-Palmolive on ABC-TV) and in syndication (*The All-American College Show* and *The Movie Game*, both for Colgate and each in 70 markets.) The latest NC&K effort was the development for Colgate of *Dinah's Place, Starring Dinah Shore*, which begins on NBC-TV in August as a daytime half-hour strip.

In syndication, CPM programs will develop series for advertisers, have them produced and place them on desired stations either on a reciprocal ex-

change basis (the program for spots) or on a cash basis. The thrust of the new company is expected to be in syndication rather than network.

Mr. Lewis will make his headquarters in Los Angeles at the studios of KTLA-TV. The New York office will be located at 488 Madison Avenue.

The president of CPM is Mitchell (Mickey) Johnson, until recently senior vice president for broadcast at NCK and earlier a vice president at MCA-TV. Other long-time staffers at NC&K in the broadcast area, who have joined the new company, are Leonard Koch, who has been named senior vice president and general manager; Sheldon Boden, who has been appointed senior vice president and director of sales, and John M. White, who has been designated vice president/operations.

Producer Gerry Gross will work with Mr. Lewis in Los Angeles on program concept development and will oversee all production originating in California.

The first client of CPM programs will be Norman, Craig & Kummel Inc., for which it will handle all programing needs of agency clients.

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## Changing Formats

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The following modifications in program schedules and formats were reported last week:

■ KSRM(AM) Soldatna, Alaska — Solid Rock Ministries Inc., on June 8, substituted a daily telephone-talk program *Sound-Off* for its previously scheduled music programing from 9 to 9:55 a.m. The daytimer is on 920 kc, 5 kw.

■ WRNA(FM) Charlotte, N.C. — Belk Broadcasting Co., on May 4, began programing "alternative stereo" music consisting of progressive rock, folk, blues, jazz and soul. Originally initiated as the "The Great Stereo Experiment, Vol. I" on Saturdays, 6 p.m.-1 a.m., the format was expanded to Monday through Saturday, 5 p.m.-1 a.m. in response to listener polls. Last Saturday (June 27) marked the beginning of an experiment to schedule the alternative programing full time, from 7 a.m. to 1 a.m. sign off, General Manager Jerry Clegg said. Mr. Clegg said the switch to an alternative type format replaced "good music" standards. He added that the FM has moved to new studios at 1418 Elizabeth Ave., Charlotte.

■ WXQR(FM) Jacksonville, N.C.—Marine Broadcasting Corp., effective July 1, switches stereo format from "good-music sound" to rock, and expands operations from 18 hours to 24 hours a day. Station has had its present format since 1966.

## ABC-TV ready to face Nicholas Johnson again

Maybe ABC-TV just wants to show how "nice" it is. Maybe the network just wants to prove it "can stand truth . . . and reality." Or maybe it's just another "accident," but the network's *Dick Cavett Show* has booked FCC Commissioner Nicholas Johnson for a return engagement tomorrow night (June 30).

When the commissioner last appeared with Mr. Cavett, on Aug. 25, 1969, the *Dick Cavett Show* was aired at 10-11 p.m. (EDT) (BROADCASTING, Sept. 1, 1969).

In that appearance, after criticizing various favorite targets, Mr. Johnson—replying to Mr. Cavett's observation that "considering how feared you're supposed to be, we must admit that it's nice of ABC to have had you on"—said he understood it was "an accident" on the networks' part.

ABC officials later explained that Mr. Johnson's appearance was recommended by one of the producers who read an interview with him in *TV Guide*.

As his parting shot last August, Mr. Johnson, on the ground that "television can't really stand truth" and "can't stand reality," observed that "it's going to be very interesting to see just how long big television can put up with Dick Cavett."

Soon afterward, ABC-TV scheduled the *Dick Cavett Show* to replace Joey Bishop, 11:30-1 a.m. nightly.

## Group charges KAYE violations continue

Residents of a Tacoma, Wash., suburb last week asked the FCC to expedite action on their request that the commission deny the license renewal application of KAYE(AM) Puyallup.

The group, which is being assisted by the Office of Communication of the United Church of Christ, has alleged that the station has on numerous occasions violated the fairness doctrine and the commission's personal-attack rules, and has used the station as a mouthpiece for management instead of presenting issues of interest to local residents (BROADCASTING, April 28, 1969).

In its petition last week, the group said that since Sept. 29, 1969—the date of the last filing in the proceeding—KAYE(AM) has "continued to violate the fairness doctrine and personal-attack and political-editorial rules." Among other charges, the group claimed that the station had conducted a crusade against a former Tacoma City mayor and other officials and had not extended



the use of its facilities for replies by opponents of its policy.

The group requested that the commission act "forthwith" on its petition to deny the KAYE(AM) renewal.

Meanwhile, the Anti-defamation League of B'nai B'rith announced in New York it would file a petition with the FCC charging KAYE with "anti-Semite" broadcasts on July 31, 1969, and Dec. 29, 1969, on the station's *Open Mike* program.

### Program notes:

**Historical D.C.** ■ WTOP-TV Washington will launch a new series, *American Landmarks*, with the first one-hour color program, *George Washington's Mount Vernon*, scheduled for July 3 (8-9 p.m.). U.S. Steel is sponsor. The program is said to be the first color TV special made at the popular tourist attraction. Actor Melvyn Douglas provides the narration; the U.S. Army band and chorus and the U.S. Fife and Drum Corps of the First Battalion, third Infantry, dressed in appropriate 18th century costume, the music. Producer-director for the program is Charles Horich.

**Knebel novel on TV** ■ *Vanished*, Fletcher Knebel's novel about intrigue in Washington, will be presented on NBC-TV during the 1970-71 season on two consecutive evenings in two-hour segments.

**John Hartford hosts something else** ■ The composer of "Gentle on My Mind," John Hartford, has signed to host the fall segments of the syndicated series sponsored by the American Dairy Association. The former regular on *The Glen Campbell Goodtime Hour* replaces John Byner and will star in the final 12 episodes of the show now appearing in 75 markets.

**AGVA special takes over Ed Sullivan** ■ The Entertainers of the Year Awards show, being presented by the American Guild of Variety Artists will air as the premiere offering of *The Ed Sullivan Show* Sept. 30 (BROADCASTING, June 22). The program will be taped in the Las Vegas convention center Labor Day weekend.

**KRON offers crisis solution** ■ A special broadcast aimed at finding summer jobs for San Francisco area young people by KRON-TV there resulted in 1,079 job pledges from area businesses. *Crisis: Summer Jobs* was aired in conjunction with the California State Department of Human Resources and the National Alliance of Businessmen. As a follow-up to the original telecast, the station is airing announcements each day seeking prospective employers and providing a telephone number for each of the nine bay area counties.

**Mid-season replacements readied** ■ "In-terCon," a motion picture made for tele-

vision and the basis for a projected new series is being prepared by Universal studios. The series is being completed for mid-season replacement by the studio. The story involves the banding together of three adventurers to form a private intelligence agency.

**Space age radio package ready** ■ A contemporary jingle package designed for top 40 AM and FM formatted stations has been prepared by pop singer Mark Lindsay, arranger Artie Butler and electronic music specialist Alex Hassiblev. The 125 station ID's using the electronic music, will be offered to one station in a market, according to the Charles H. Stern Agency, Los Angeles, who is handling sales for "Space Age Radio," as the package is called. According to the agency, no audition tapes will be sent to stations but presentations will be offered to radio station personnel if requested.

**Public affairs product** ■ Gateway Productions Inc., New Orleans, has been formed to specialize in the production of television programming of "a broadly informational, cultural and public affairs nature." William Manschot, president of the newly formed enterprise, was formerly director of programming for noncommercial educational WYES-TV New Orleans. Mr. Manschot has served as national executive producer and program manager for educational WTTW-TV Chicago and has produced numerous programs for the National Educational Television network. Vice president of the firm, Ruth Young, was formerly executive producer for public affairs at WYES-TV.

**Compass points West** ■ Compass Productions moves its offices from New York to Hollywood effective Aug. 1, according to George Schaefer, president. The production house is currently preparing two movies and an as yet untitled *Hallmark Hall of Fame* show which will be video taped in Hollywood. New address: 1801 Avenue of the Stars, Los Angeles 90067.

### Scenes 70 is due in July

The Buffalo, N.Y.-based weekly newsletter, *Behind The Scenes*, and its owner, George Lorenz, will hold a "first annual" Music-Radio Conference in Niagara Falls, Ont., July 16-19. Entitled *Scenes 70*, the conference claims to be "an innovation in a national gathering of music and radio people." Festivities include a music day, cocktail party, radio day, banquet, pool-side breakfast and male bathing beauty contest. Topics for the meeting include "oldies but goodies," lyrical content in music, "FM—Today's radio" and others. For information write: The Music-Radio Conference 1970, 834 Rand Building, Buffalo, N.Y. 14203.

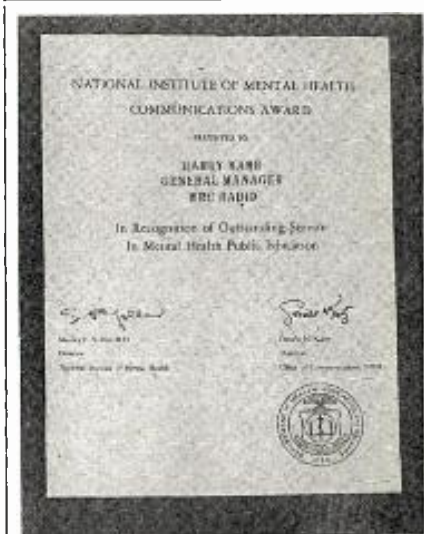
## The professor is a film-maker

A St. Louis sociologist has formed a new film company, Films for Social Change, that will specialize in the production and distribution of documentaries on pressing social issues.

Dr. Leonard M. Henny, an assistant professor of sociology at Washington University in St. Louis, will put out films on racial conflict, war, ecology, drugs and other social questions. One early example, just produced, is a 30-minute color study of three antiwar weapons makers, "The Schizophrenia of Working for War."

As Dr. Henny describes them, the films are a mix of scholarly objectivity and radical involvement. On the one hand, he says, the documentaries are generally based upon professional social research and edited by outside professionals to avoid excessive bias. At the same time, Dr. Henny takes pride in films that "present an inside story—because they are actually part of the story."

For example, he says, one of his film crews not only covered a rally at which black leader Stokely Carmichael addressed the Black Panthers; they "actually participated in the organizing of the demonstration."



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WASHINGTON  
COMMUNITY WITH  
A SERIES ON THE  
DANGERS OF  
DRUG ABUSE.

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### Caldwell firm is now a subsidiary of CCA

CCA Electronics Canada Ltd., Toronto, wholly owned subsidiary of CCA Electronics Corp., Gloucester City, N. J., has bought Caldwell A/V Equipment Co. Ltd., Toronto, for \$250,000 in cash, plus common stock with a total

value of about \$1 million, it was announced last week.

Caldwell, an independent engineering and distribution company of broadcast equipment, becomes a subsidiary of CCA Electronics Canada, and will continue to operate under its current name and management. Bruce Emonson remains as president of Caldwell.

CCA Electronics manufactures broad-

cast equipment. Last March CCA Electronics bought WABY(AM) Albany, N.Y., subject to FCC approval.

### Company reports:

**Bartell Media Corp.**, New York, reported its revenues gained 8% and per-share earnings 131.7% for the first four months of 1970. Bartell has pub-

### The Broadcasting stock index

A weekly summary of market activity in the shares of 102 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing June 25	Closing June 18	Closing June 11	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	22	24	23 $\frac{1}{2}$	39 $\frac{1}{2}$	19 $\frac{1}{2}$	7,073	166,215
ASI Communications		O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	7	3 $\frac{1}{2}$	1,789	6,262
Capital Cities	CCB	N	22 $\frac{1}{2}$	24 $\frac{1}{2}$	25	36 $\frac{1}{2}$	19 $\frac{1}{2}$	6,061	133,342
CBS	CBS	N	26 $\frac{1}{2}$	27 $\frac{1}{2}$	28	49 $\frac{1}{2}$	24 $\frac{1}{2}$	26,512	682,684
Corinthian	CRB	N	24 $\frac{1}{2}$	24	25	33 $\frac{1}{2}$	19 $\frac{1}{2}$	3,384	73,602
Cox	COX	N	13	13 $\frac{1}{2}$	13 $\frac{1}{2}$	24 $\frac{1}{2}$	10 $\frac{1}{2}$	5,789	75,257
Gross Telecasting	GGG	A	11 $\frac{1}{2}$	11 $\frac{1}{2}$	11 $\frac{1}{2}$	17 $\frac{1}{2}$	10 $\frac{1}{2}$	803	8,632
Metromedia	MET	N	10	11 $\frac{1}{2}$	11 $\frac{1}{2}$	22 $\frac{1}{2}$	10	5,731	63,729
Pacific & Southern		O	9	9 $\frac{1}{2}$	10	23	8 $\frac{1}{2}$	1,636	13,906
Rahall Communications*		O	7 $\frac{1}{2}$	7 $\frac{1}{2}$	8 $\frac{1}{2}$	16 $\frac{1}{2}$	6	1,040	7,800
Reeves Telecom	RBT	A	4 $\frac{1}{2}$	5 $\frac{1}{2}$	5 $\frac{1}{2}$	15 $\frac{1}{2}$	3 $\frac{1}{2}$	2,288	9,427
Scripps-Howard		O	16 $\frac{1}{2}$	18 $\frac{1}{2}$	19 $\frac{1}{2}$	24	15 $\frac{1}{2}$	2,589	40,130
Sonderling	SDB	A	14 $\frac{1}{2}$	16 $\frac{1}{2}$	17	34 $\frac{1}{2}$	10 $\frac{1}{2}$	991	13,131
Starr Broadcasting		O	8	8	9	18	8	461	3,688
Taft	TFB	N	15 $\frac{1}{2}$	16 $\frac{1}{2}$	16 $\frac{1}{2}$	29 $\frac{1}{2}$	15	3,585	57,790
<b>Total</b>								<b>69,714</b>	<b>\$ 1,353,595</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	12 $\frac{1}{2}$	14 $\frac{1}{2}$	14 $\frac{1}{2}$	25 $\frac{1}{2}$	12 $\frac{1}{2}$	11,469	160,566
Bartell Media	BMC	A	4 $\frac{1}{2}$	5 $\frac{1}{2}$	5 $\frac{1}{2}$	14	4	2,292	10,314
Boston Herald-Traveler		O	26 $\frac{1}{2}$	27	27	43	25	574	14,350
Chris-Craft	CCN	N	5 $\frac{1}{2}$	6 $\frac{1}{2}$	5 $\frac{1}{2}$	11 $\frac{1}{2}$	4 $\frac{1}{2}$	3,660	19,215
Combined Communications		O	6 $\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{1}{2}$	16 $\frac{1}{2}$	6 $\frac{1}{2}$	1,938	15,020
Cowles Communications	CWL	N	4 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	10 $\frac{1}{2}$	3 $\frac{1}{2}$	3,969	19,845
Fuqua	FOA	N	9 $\frac{1}{2}$	11 $\frac{1}{2}$	10 $\frac{1}{2}$	31 $\frac{1}{2}$	9	6,069	54,621
Gannett	GCI	N	20 $\frac{1}{2}$	21	20 $\frac{1}{2}$	29 $\frac{1}{2}$	19 $\frac{1}{2}$	7,117	140,561
General Tire	GY	N	14	14	13 $\frac{1}{2}$	20 $\frac{1}{2}$	12 $\frac{1}{2}$	18,434	262,685
Gray Communications		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	7 $\frac{1}{2}$	4 $\frac{1}{2}$	475	2,019
Lamb Communications		O	3	3 $\frac{1}{2}$	3	6	2 $\frac{1}{2}$	2,650	7,288
Lee Enterprises		A	12 $\frac{1}{2}$	14 $\frac{1}{2}$	13 $\frac{1}{2}$	20 $\frac{1}{2}$	12	1,957	25,441
Liberty Corp.	LC	N	13	14 $\frac{1}{2}$	14	21 $\frac{1}{2}$	13	6,744	97,788
LIN		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	11	3 $\frac{1}{2}$	2,174	7,609
Meredith Corp.	MDP	N	19 $\frac{1}{2}$	19	18 $\frac{1}{2}$	44 $\frac{1}{2}$	18 $\frac{1}{2}$	2,779	56,608
Outlet Co.	OTU	N	12 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	17 $\frac{1}{2}$	10 $\frac{1}{2}$	1,342	14,762
Plough Inc.	PLO	N	68	66	61	85	55	6,880	380,946
Post Corp.		O	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10	17 $\frac{1}{2}$	8	713	5,704
Ridder Publications		O	12 $\frac{1}{2}$	11 $\frac{1}{2}$	10 $\frac{1}{2}$	22	9 $\frac{1}{2}$	6,217	59,062
Rollins	ROL	N	21 $\frac{1}{2}$	22 $\frac{1}{2}$	24 $\frac{1}{2}$	40 $\frac{1}{2}$	21 $\frac{1}{2}$	8,029	233,768
Rust Craft	RUS	A	20 $\frac{1}{2}$	20	19 $\frac{1}{2}$	32 $\frac{1}{2}$	18 $\frac{1}{2}$	1,168	22,192
Storer	SBK	N	14 $\frac{1}{2}$	16 $\frac{1}{2}$	15 $\frac{1}{2}$	30 $\frac{1}{2}$	14 $\frac{1}{2}$	4,223	66,512
Time Inc.	TL	N	27	27	27	43 $\frac{1}{2}$	25 $\frac{1}{2}$	7,257	205,010
Trans-National Comm.		O	$\frac{1}{2}$	$\frac{1}{2}$	2 $\frac{1}{2}$	4 $\frac{1}{2}$	$\frac{1}{2}$	1,000	2,000
Turner Communications*		O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	8 $\frac{1}{2}$	2 $\frac{1}{2}$	1,328	4,980
Wometco	WOM	N	15 $\frac{1}{2}$	16 $\frac{1}{2}$	15 $\frac{1}{2}$	20 $\frac{1}{2}$	13 $\frac{1}{2}$	5,814	90,117
<b>Total</b>								<b>116,272</b>	<b>\$ 1,978,983</b>
<b>CATV</b>									
Ameco	ACO	A	6 $\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{1}{2}$	16	4 $\frac{1}{2}$	1,200	7,044
American TV & Comm.		O	13 $\frac{1}{2}$	13 $\frac{1}{2}$	13 $\frac{1}{2}$	22 $\frac{1}{2}$	10 $\frac{1}{2}$	1,775	19,081
Cablecom-General	CCG	A	10 $\frac{1}{2}$	12 $\frac{1}{2}$	10 $\frac{1}{2}$	23 $\frac{1}{2}$	7 $\frac{1}{2}$	1,605	14,445
Cable Information Systems		O	2	1 $\frac{1}{2}$	1 $\frac{1}{2}$	2 $\frac{1}{2}$	$\frac{1}{2}$	955	716
Citizens Finance Corp.	CPN	A	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	17 $\frac{1}{2}$	9 $\frac{1}{2}$	1,094	11,214
Columbia Cable		O	8	8 $\frac{1}{2}$	9	15 $\frac{1}{2}$	8	900	7,425
Communications Properties		O	6 $\frac{1}{2}$	6 $\frac{1}{2}$	6	10 $\frac{1}{2}$	6	644	3,864
Cox Cable Communications		O	14 $\frac{1}{2}$	14 $\frac{1}{2}$	15	24	12	3,550	42,600
Cypress Communications		O	10	10 $\frac{1}{2}$	10	17 $\frac{1}{2}$	8	854	8,327
Entron		A	3 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	8 $\frac{1}{2}$	2 $\frac{1}{2}$	1,320	3,788
General Instrument Corp.	GRL	N	30	13 $\frac{1}{2}$	13 $\frac{1}{2}$	30 $\frac{1}{2}$	11 $\frac{1}{2}$	6,238	87,332
H & B American	HBA	A	18	20 $\frac{1}{2}$	17	30 $\frac{1}{2}$	12 $\frac{1}{2}$	5,129	75,653
Sterling Communications		O	5	4 $\frac{1}{2}$	4	7 $\frac{1}{2}$	3	500	1,875
Tele-Communications		O	10 $\frac{1}{2}$	10 $\frac{1}{2}$	9 $\frac{1}{2}$	20 $\frac{1}{2}$	9 $\frac{1}{2}$	2,704	25,688
Teleprompter	TP	A	66	69 $\frac{1}{2}$	63 $\frac{1}{2}$	133 $\frac{1}{2}$	46	1,007	50,723
Television Communications		O	7	7	6 $\frac{1}{2}$	18 $\frac{1}{2}$	5 $\frac{1}{2}$	2,816	16,192
Vikoa	VIK	A	9 $\frac{1}{2}$	10 $\frac{1}{2}$	9 $\frac{1}{2}$	27 $\frac{1}{2}$	6 $\frac{1}{2}$	2,000	16,740
<b>Total</b>								<b>34,291</b>	<b>\$ 392,707</b>



lishing and broadcast division (stations and cable systems). The company's three AM stations reached new highs, according to the report, with WADO New York increasing sales 10.4% and KCBQ San Diego and WKY Milwaukee chalking up 58% and 18% gains, respectively. For the period ended April 30:

	1970	1969*
Earned per share	\$0.115	\$0.051
Revenues	13,000,000	12,000,000
Net income	260,175	112,284

\* First quarter figures in 1969 are restated to reflect year-end audit changes.

Reeves Telecom Corp., New York, group broadcaster, CATV operator and TV program producer, reported in-

creased revenues for the first quarter of 1970, but sustained a net loss of \$1.5 million for the period (BROADCASTING, June 1) due to "interest, depreciation charges and higher program costs." For the three months ended March 31:

	1970	1969
Earned per share	\$(0.70)	\$(0.23)
Gross revenues	4,856,000	4,673,000
Net income	(1,547,000)	(482,000)

Note: Results for 1969 have been restated to reflect year-end adjustment which affected first quarter of 1969.

### Financial notes:

■ Cablecom-General Inc., Colorado Springs CATV subsidiary 69%-owned

by group broadcaster RKO General Inc., has agreed in principle to acquire Video Independent Theatres Inc. for 800,000 shares of Cablecom-General common stock. The price is dependent on the market price of Cablecom-General's stock, but will be between 720,000 and 880,000 shares, according to Robert M. Clark, president of the company. Video Independent Theatres operates 127 theaters in 48-Southwestern cities.

■ Doyle Dane Bernbach Inc., New York, has declared a dividend of 22 cents per share on common stock payable on July 15 to holders of record on June 30.

	Stock symbol	Ex-change	Closing June 25	Closing June 18	Closing June 11	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	10 $\frac{3}{4}$	11 $\frac{1}{4}$	11	31 $\frac{1}{4}$	10	5,942	67,561
Disney	DIS	N	124 $\frac{1}{4}$	128 $\frac{1}{4}$	117 $\frac{1}{4}$	158	96 $\frac{1}{4}$	5,133	544,098
Filmways	FWY	A	9 $\frac{1}{4}$	9 $\frac{1}{4}$	9 $\frac{1}{4}$	18 $\frac{1}{4}$	8 $\frac{1}{4}$	1,700	16,575
Four Star International		O	2 $\frac{1}{4}$	2 $\frac{1}{4}$	2 $\frac{1}{4}$	4	1 $\frac{1}{4}$	666	1,832
Gulf and Western	GW	N	12 $\frac{3}{4}$	14 $\frac{1}{4}$	13 $\frac{3}{4}$	20 $\frac{3}{4}$	9 $\frac{1}{4}$	16,310	191,643
Kinney National	KNS	N	22	25 $\frac{1}{4}$	25 $\frac{1}{4}$	36	21 $\frac{1}{4}$	9,067	214,163
MCA	MCA	N	15 $\frac{1}{4}$	15	15	25 $\frac{1}{4}$	12 $\frac{1}{4}$	8,195	112,681
MGM	MGM	N	13 $\frac{1}{4}$	16 $\frac{1}{4}$	15 $\frac{1}{4}$	29 $\frac{1}{4}$	12 $\frac{1}{4}$	5,843	81,802
Music Makers Group		O	4	4 $\frac{1}{4}$	3 $\frac{1}{4}$	9	3 $\frac{1}{4}$	589	20,615
National General	NGC	N	11 $\frac{1}{4}$	12 $\frac{1}{4}$	11 $\frac{1}{4}$	20 $\frac{1}{4}$	9 $\frac{1}{4}$	4,910	58,282
Transamerica	TA	N	13	14 $\frac{1}{4}$	14	26 $\frac{1}{4}$	12 $\frac{1}{4}$	63,169	963,327
20th Century-Fox	TF	N	8 $\frac{3}{4}$	10 $\frac{1}{4}$	9 $\frac{3}{4}$	20 $\frac{1}{4}$	7 $\frac{1}{4}$	8,562	79,199
Walter Reade Organization		O	4	4 $\frac{1}{4}$	4 $\frac{1}{4}$	13 $\frac{1}{4}$	3 $\frac{1}{4}$	2,342	8,783
Wrather Corp.	WCO	A	5 $\frac{1}{4}$	6 $\frac{1}{4}$	5 $\frac{1}{4}$	10 $\frac{1}{4}$	4 $\frac{1}{4}$	2,161	11,064
						<b>Total</b>		<b>135,617</b>	<b>\$ 2,371,625</b>
<b>Service</b>									
John Blair	BJ	N	11 $\frac{1}{4}$	12 $\frac{1}{4}$	13	23 $\frac{1}{4}$	10 $\frac{1}{4}$	2,604	31,248
Comsat	CQ	N	32 $\frac{1}{4}$	29 $\frac{1}{4}$	30 $\frac{1}{4}$	57 $\frac{1}{4}$	25	10,000	286,200
Creative Management		O	6	5	5 $\frac{1}{4}$	14 $\frac{1}{4}$	4 $\frac{1}{4}$	1,029	4,631
Doyle Dane Bernbach		O	14 $\frac{1}{4}$	14	14 $\frac{1}{4}$	24 $\frac{1}{4}$	14	1,924	28,867
Foote, Cone & Beiding	FCB	N	8 $\frac{1}{4}$	8 $\frac{1}{4}$	8 $\frac{1}{4}$	12 $\frac{1}{4}$	7 $\frac{1}{4}$	2,167	17,878
Grey Advertising		O	7 $\frac{1}{4}$	7	8	13 $\frac{1}{4}$	7	1,140	8,550
LaRoche, McCaffrey & McCall		O	12	13	13	17	12	588	7,032
Movielab	MOV	A	2 $\frac{1}{4}$	3	3	7 $\frac{1}{4}$	2 $\frac{1}{4}$	1,407	3,869
MPO Videotronics	MPO	A	5 $\frac{1}{4}$	6 $\frac{1}{4}$	6 $\frac{1}{4}$	9 $\frac{1}{4}$	4 $\frac{1}{4}$	556	2,780
Nielsen		O	30 $\frac{1}{4}$	31	31 $\frac{1}{4}$	42	26 $\frac{1}{4}$	5,299	140,424
Ogilvy & Mather		O	15 $\frac{1}{4}$	15 $\frac{1}{4}$	15 $\frac{1}{4}$	22 $\frac{1}{4}$	15	1,096	16,440
PKL Co.	PKL	A	4	4 $\frac{1}{4}$	4 $\frac{1}{4}$	12 $\frac{1}{4}$	3	739	2,392
J. Walter Thompson	JWT	N	23 $\frac{1}{4}$	23 $\frac{1}{4}$	25	36	23	2,773	65,165
Wells, Rich, Greene		A	6 $\frac{1}{4}$	6 $\frac{1}{4}$	6 $\frac{1}{4}$	8 $\frac{1}{4}$	5 $\frac{1}{4}$	1,582	10,473
						<b>Total</b>		<b>32,902</b>	<b>\$ 625,942</b>
<b>Manufacturing</b>									
Admiral	ADL	N	7 $\frac{1}{4}$	8 $\frac{1}{4}$	7 $\frac{1}{4}$	14 $\frac{1}{4}$	6 $\frac{1}{4}$	5,158	41,264
Ampex	APX	N	17 $\frac{1}{4}$	19 $\frac{1}{4}$	18 $\frac{1}{4}$	48 $\frac{1}{4}$	13 $\frac{1}{4}$	10,825	192,143
CCA Electronics		O	2 $\frac{1}{4}$	3	3	5	1 $\frac{1}{4}$	800	1,600
Collins Radio	CRI	N	13	15	15	37 $\frac{1}{4}$	13	2,968	47,844
Conrac	CAX	N	13 $\frac{1}{4}$	14	13 $\frac{1}{4}$	32 $\frac{1}{4}$	11	1,254	16,808
General Electric	GE	N	68 $\frac{1}{4}$	68 $\frac{1}{4}$	66 $\frac{1}{4}$	77 $\frac{1}{4}$	60 $\frac{1}{4}$	90,884	5,713,877
Harris-Intertype	HI	N	39	41 $\frac{1}{4}$	42 $\frac{1}{4}$	75	36 $\frac{1}{4}$	6,357	250,339
Magnavox	MAG	N	23 $\frac{1}{4}$	24 $\frac{1}{4}$	24 $\frac{1}{4}$	38 $\frac{1}{4}$	22 $\frac{1}{4}$	16,401	397,724
3M	MMM	N	77 $\frac{1}{4}$	81 $\frac{1}{4}$	81	114 $\frac{1}{4}$	77 $\frac{1}{4}$	56,093	4,620,380
Motorola	MOT	N	34 $\frac{1}{4}$	43 $\frac{1}{4}$	41 $\frac{1}{4}$	47 $\frac{1}{4}$	34 $\frac{1}{4}$	6,655	292,820
RCA	RCA	N	20 $\frac{1}{4}$	21 $\frac{1}{4}$	21 $\frac{1}{4}$	34 $\frac{1}{4}$	20	66,757	1,435,276
Reeves Industries	RSC	A	4 $\frac{1}{4}$	3 $\frac{1}{4}$	3	5 $\frac{1}{4}$	2 $\frac{1}{4}$	3,446	9,477
Telemation		O	11 $\frac{1}{4}$	13	12	24	9	1,080	9,720
Visual Electronics	VIS	A	2 $\frac{1}{4}$	2 $\frac{1}{4}$	2 $\frac{1}{4}$	10 $\frac{1}{4}$	2 $\frac{1}{4}$	1,357	4,071
Westinghouse	WX	N	65 $\frac{1}{4}$	65 $\frac{1}{4}$	61 $\frac{1}{4}$	69 $\frac{1}{4}$	53 $\frac{1}{4}$	39,685	2,301,730
Zenith Radio	ZE	N	24 $\frac{1}{4}$	25 $\frac{1}{4}$	24	37 $\frac{1}{4}$	22 $\frac{1}{4}$	19,020	475,500
						<b>Total</b>		<b>328,740</b>	<b>\$15,810,573</b>
						<b>Grand total</b>		<b>717,536</b>	<b>\$22,535,425</b>

Standard & Poor Industrial Average

81.29      84.11      81.09

N-New York Exchange  
A-American Stock Exchange  
D-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of May 27.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.  
\*New addition to index.

## AAF moves to trump ad critics

Bell calls for review of current code standards with view toward restoring public's confidence

Offense is often the best defense. This military principle should be practiced vigorously in advertising today if the swelling tides of government restriction and consumer protests are to be held back, a number of speakers urged in Milwaukee last week at the annual meeting of the American Advertising Federation.

But they spoke of taking the initiative in terms much broader than the usual opposition to such attacks.

They called as well for new steps to stronger self-regulation, awakened social awareness and involvement, greater consumer education concerning advertising and economic processes and a more basic honesty in all advertising, so as to close the credibility gap with the coming generation and advertising critics at large. The AAF itself began steps in these directions at the Milwaukee meeting.

Chief among those speaking to these issues were Arthur M. Wood, president, Sears Roebuck & Co.; Samuel Thurm, advertising vice president, Lever Brothers Co.; Victor Elting Jr., vice president of advertising, Quaker Oats Co.; Henry M. Schachte, executive committee chairman, J. Walter Thompson Co.; William K. Eastham, execu-

tive vice president, S. C. Johnson & Son; Clinton E. Frank, executive committee chairman, Clinton E. Frank Inc., and AAF's president, Howard H. Bell.

Mr. Wood, reviewing the basic problems facing the U.S. today and saluting the businessman's already growing attention to them, called for his still deeper involvement at every level of society, including government. He suggested advertising's skills of analysis, research, market testing and selling would be particularly useful in such work.

"We are living in a new world requiring new responses in our relations with the public and the government," AAF President Bell said, calling for new grass-roots ad club programs as well as more unified national action to meet the challenges of relevancy.

"At the national level we need to take a hard look at self-regulation in advertising," Mr. Bell said, noting that the older advertising code of American business "has had little national impact."

The consumer movement also is emphasizing the need for self-examination, he continued, stating that "if a public need exists in terms of advertising practices, we should establish our own consumer protection programs before someone else moves in to do the job for us."

Mr. Bell submitted the following five-point action plan to the AAF's ethics committee:

- To review current advertising code standards for up-dating or expansion.
- To report on the current status of the existing codes in advertising and the media.
- To examine current advertising practices that may require code review and evaluation.
- To confer with advertising leaders and to survey the industry as to the feasibility of additional self-regulatory measures in advertising and the media.
- To develop specific plans for further code implementation, including financing, for submission to the AAF and the industry if the proposed study indicates the needs to be met in this area.

Mr. Bell called for curtailment of all unnecessary awards programs or similar projects that would splinter federation work toward the essential goal of restoring public confidence in the roles of marketing and media. "If the federation concept really means all interests in advertising coming together for the good of the industry and the public it serves," he said, "then we must make the most of this opportunity."

AAF's new chairman, Mr. Elting, (see page 69), observed that "socially conscious people in advertising no longer can afford to ignore either the negative impact our advertising might have on society or the positive impact some of it might have if re-directed in constructive ways."

Tough ethical questions face the industry, he agreed, noting though that many feel advertising "was not the battleground for basic decisions on smoking." However, he said, in his own field of food advertising, for example, "we must sell sound nutrition, not simply attract attention, entertain and register the brand."

The content of much advertising today also has given rise to government activities in restricting the amount of it, Mr. Elting noted, urging new moves for total honesty in content and relevance. The habit of overstatement has destroyed youth's faith in advertising, he said, observing "sex doesn't come in tubes and a new female product



Exchange of greetings between convention delegates and the host city of Milwaukee last week was made by (l-r) Victor Elting, new AAF chairman; Arthur Wood,

president of Sears, Roebuck & Co.; Mayor Henry Maier, and Howard Bell, president of the American Advertising Federation.



really isn't 'one great step for woman-kind'."

Advertising is an intimate part of the lives of every American, Mr. Elting said, and "increasingly we're paying more attention to the quality of those lives in something more than materialistic terms. Advertising because of its uniquely high visibility, must adjust to this or lose its effectiveness."

Mr. Thurm, AAF's retiring chairman, said the starting point to correct the false concepts of advertising's image "must be from a base of ethics." He explained: "We must resolve on full disclosure to take the mystery out of our business."

Closing of the education and communications gap with the public will help overcome much of the antagonism to advertising, Mr. Thurm said, stating people must understand there is no magic to advertising and it simply cannot sell people things they do not want.

Mr. Thurm also challenged the ignorance and arrogance of the activist critics who fail to realize "that a superb program like *Sesame Street* would never have come into existence if it had not been preceded by commercial television and particularly the invention of the one-minute commercial message."

Mr. Frank of Clinton E. Frank Inc. indicated the media as well as agencies and advertisers must take part in the self-improvement movement too. He warned that the TV networks will have to assume more civic and social responsibility or "they will get more regulation."

S. C. Johnson's Eastham predicted that in the coming decade "advertising will find itself regulated and restricted in ways thought unbelievable a few years ago. Government will want people to have the facts and will compel it."

He indicated that how deeply the government inroads run will depend in part upon advertising's voluntary self-regulation. "The industry will be judged," he said, "upon its TQ—truth quotient."

Advertising, however, really doesn't have to apologize to anyone for the public service work it has achieved to date, according to J. Walter Thompson's Schachte, chairman of the Advertising Council. Citing the great contributions of media and advertisers alike in the various council programs so far, Mr. Schachte said even better things are to come.

He urged support of the new National Center for Voluntary Action, a joint industry-government venture in association with the council, and said agency pioneer Leo Burnett has already given the challenge: "Pick yourself a problem and do something about it."

AAF delegates voted to combine their annual meeting with the annual

legislative conference in Washington on alternative years, subject to ratification by member clubs. AAF's next convention will be held June 26-30, 1971, in Honolulu.

## Elting elected new AAF chairman

### Bassin gets top award; other board changes made at Milwaukee convention

Victor C. Elting Jr., vice president-advertising, Quaker Oats Co., Chicago, was elected chairman of the American Advertising Federation at its annual meeting last week in Milwaukee. He succeeds Sam Thurm, advertising vice president of Lever Brothers Co., New York.

Howard H. Bell continues as AAF president. Robert M. Light, president, Southern California Broadcasters Association, was re-elected AAF secretary-treasurer. Others elected to the 1970-71 AAF board are:

Senior vice chairman and western-region chairman, Frederick E. Baker, Ayer-Baker Inc., Seattle; Eastern-region chairman, Roland (Steve) Campbell, General Foods, White Plains, N.Y., and central-region chairman, John McCarty, Frito-Lay Inc., Dallas.

Education chairman, Dr. Melvin Hattwick, Continental Oil Co., New York; government-relations chairman, Theodore Koop, CBS, Washington; public-relations chairman, Robert Hilton, BBDO, San Francisco; ethics chairman, Mr. Baker, Ayer-Baker.

Directors (advertisers) — William MacFarland, Campbell Soup Co., Camden, N.J., and James Fish, General

Mills, Minneapolis; directors (media) — Bill Lane, Lane Publishing Co., Menlo Park, Calif., and Joseph Allen, McGraw Hill, New York; directors (agency)—Victor Bloede, Benton & Bowles, New York, and Charles Whitebrook, Bishopric-Green-Fielden, New York; directors (at large)—Gail Smith, General Motors, Detroit, and Donald MacDonald, Dow Jones & Co., New York.

Council of governors chairman, Lydia Reeve, Honig-Cooper & Harrington, Los Angeles; inter-association council chairman, Peter Allport, Association of National Advertisers; inter-association council vice chairman, Norman (Pete) Cash, Television Bureau of Advertising; women's advertising activities chairman, Jane Creel, Lever Brothers, New York; junior-division chairman, Tom Jones, Stephens-Vonder Leith, San Francisco. Governors of the 15 AAF districts also serve on the board.

AAF's "Advertising Woman of the Year" award was presented to Amelia Bassin, who recently founded her own New York creative think tank, Bassinova Inc. Mrs. Bassin formerly was corporate senior vice president of Faberge Inc. there, major TV user in its class.

The late Don Belding, a founder of Foote, Cone & Belding, was elected to AAF's Advertising Hall of Fame, as also were Laurence W. Lane, *Sunset Magazine*, and Graham Patterson, *Farm Journal*.

Among AAF's numerous annual "Addy" awards, Richter & Mracky-Bates, Los Angeles agency, took a first place for its multimedia campaign for KABC-TV there. Radio winners were Grey Advertising, Beverly Hills, Calif., for American Honda Motor Co. in 30-seconds or less category; Gardner Advertising, St. Louis, for Anheuser-Busch Inc., over 30-seconds, and Mel Blanc Audiomedica, Hollywood, for Northern States Power campaign.

Top Addy winners in TV: animated commercials, minute or more, Northlich-Stolley Inc., Cincinnati, for Baldwin Piano Organ Co.; animated, under one minute, BBDO, San Francisco, for Pacific Telephone; live action, a minute or more, Atkins & Associates, San Antonio, Tex., for Wolff & Marx; live action, under a minute, Doyle Dane Bernbach, Los Angeles, for General Telephone, and campaign, J. Walter Thompson Co., New York, for Eastman Kodak Co.

Top AAF club awards went to the San Francisco Advertising Club in the senior club division for its "do something for a change" campaign and to the Oregon Junior Advertising Club, Portland, for its cystic fibrosis campaign.

Both projects including use of broadcast media.



Amelia Bassin, AAF's "Women of the Year in Advertising," and Sam Thurm, of Lever Brothers, who completed his term as chairman of AAF.

## Million-dollar movies are due from Interplay

For 25 years, Al Petker has been trading programs for time on radio and television stations around the country. Now, as the president of Interplay Television Programs Inc., the sales arm of Interplay Industries Inc., Los Angeles, Mr. Petker has put the barter plan to use in providing 90-minute movies for television.

The parent firm, under president Philip Yordan who will also produce the features, claims to be planning production of 50 motion pictures in the next two years. Half of these will be first run on television while the remainder will be released theatrically before being seen on the home screen. According to Mr. Petker, each movie is budgeted at one-million dollars minimum.

Mr. Petker said: "Interplay retains ownership of the movies they make and then lease to stations for the first two showings. The company gets in return half the commercial time that would normally be used during the movie's 90-minute run. From having worked with several national sponsors such as Paper Mate and American Motors, we can guarantee that all the time made available to us will be presold before the features are aired. The remaining time is sold by the station."

According to Mr. Petker, the movies will be bartered in the top-75 markets.

Some of the features will be made at Interplay's studios in Madrid. All, however, will be in English. Mr. Petker notes that at least 15 of the 25 movies made for TV are to be produced in the U.S.

Interplay Industries may also pur-

chase from other film makers features already in production. Further, Mr. Petker points out that in markets below the top 75, stations will be offered the pictures on the same free, first-come basis, but without national spots. The local station will retain all the commercial time but provide a dollar amount of time credits to Interplay Industries for use any time during the broadcast day.

The firm's first two films, one each for theater and television, are now in production. The untitled TV feature stars Stella Stevens, Robert Shaw, Martin Landau and Telly Savalas. Financing is being supplied by Mr. Yordan and Scotia Investments of Great Britain, a diversified company with interests in building, banking and mutual funds overseas. Mr. Yordan is known for his work on "55 Days at Peking" and "El Cid."

## Capitol plans radio splurge

More than half of Capitol Records' nearly \$2-million advertising budget for 1970-71 is earmarked for radio, according to the company. A total of \$1 million will be spent on 34 stations in 22 markets beginning July 1. The 52-week buy will total \$800,000 with \$200,000 to be spent in special flights during the year. The 1970-71 radio budget represents a 20% increase over last year's.

Commercials being used are 50-seconds long with 10-second local tie-ins and are an extension of the firm's campaigning begun last year. All of the stations being used are contemporary-rock outlets in the largest markets as defined by Capitol in terms of buying power, income, previous sales and Capitol's distribution.

## Ottinger TV campaign termed not all that big

Just how much his much-criticized spot-TV campaign helped Representative Richard L. Ottinger (D-N.Y.) to win the Democratic nomination for the U.S. Senate in a primary election in New York was unclear last week. But one thing was clear: the echoes of complaints from his three opponents and others about what some considered an exorbitant campaign budget.

Throughout the campaign, Representative Ottinger's three opponents—Paul O'Dwyer, Ted Sorensen and Representative Richard L. McCarthy (D-N.Y.)—focused their campaign rhetoric on his heavy TV spending. And one of the opponents, Representative McCarthy, took his complaint before the FCC, where he was promptly rebuffed.

Representative McCarthy had complained that Representative Ottinger had "achieved virtual monopoly of television coverage throughout New York State because other candidates do not have money to buy equal amounts of time" and that he had refused to participate in the projected televised debate with other candidates until late in the campaign.

The commission explained that the Communications Act expressly prohibits its censorship of broadcast matter and that handling of political announcements was up to individual licensees, subject to equal-time requirements. The commission said it "is not authorized to prevent any licensee from broadcasting announcements purchased by a candidate. . . ."

David Garth, president of David Garth Associates, the New York agency that handled Representative Ottinger's spot-TV campaign, had called the com-

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 14, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 14	Total dollars week ended June 14	1970 total minutes	1970 total dollars
	Week ended June 14	Cume Jan. 1-June 14	Week ended June 14	Cume Jan. 1-June 14	Week ended June 14	Cume Jan. 1-June 14				
Monday-Friday Sign-on-10 a.m.	\$ . . . . .	\$ . . . . .	\$ 98.6	\$ 2,934.2	\$ 327.7	\$ 7,757.2	78	\$ 426.2	2,005	\$ 10,691.4
Monday-Friday 10 a.m.-6 p.m.	1,724.6	41,790.5	3,014.2	75,213.0	1,811.2	44,210.5	944	6,550.0	10,505	161,214.0
Saturday-Sunday Sign-on-6 p.m.	705.2	25,054.8	855.4	33,611.0	668.2	17,166.1	270	2,228.8	6,931	75,831.9
Monday-Saturday 6 p.m.-7:30 p.m.	215.0	5,452.9	731.5	19,616.6	438.5	14,423.4	84	1,385.0	1,855	39,492.9
Sunday 6 p.m.-7:30 p.m.	75.0	2,952.5	200.4	6,605.8	172.7	5,869.2	23	448.1	521	15,427.5
Monday-Sunday 7:30-11 p.m.	5,010.3	130,115.4	6,198.0	169,496.9	5,618.0	167,326.8	452	16,826.3	10,294	466,939.1
Monday-Sunday 11 p.m.-Sign-off	224.2	6,860.5	440.7	9,485.0	665.2	15,983.1	129	1,330.1	2,667	32,328.6
<b>Total</b>	<b>\$7,954.3</b>	<b>\$212,226.6</b>	<b>\$11,538.8</b>	<b>\$316,962.5</b>	<b>\$ 9,701.4</b>	<b>\$272,736.3</b>	<b>1,980</b>	<b>\$29,194.5</b>	<b>44,778</b>	<b>\$ 801,925.4</b>



plaints the "biggest joke in the world" (BROADCASTING, June 22). "You can't win without the big guns," he had observed.

Mr. Garth continued to defend the campaign spending following his client's victory last Tuesday (June 23). But he said the final budget figure "would surprise a hell of a lot of people." He recalled that figures like \$1 million had been bandied about, but estimated that closer to \$750,000 was spent on the campaign—and but 15% of that in TV.

## Magnavox pulls switch after 7 years at K&E

The Magnavox Co., Fort Wayne, Ind., has pulled its \$4 million in billings out of Kenyon & Eckhardt and will distribute its business on a fee basis among independent advertising services, according to sources at the agency.

The decision to give up its full-service agency after a seven-year relationship is reportedly an attempt by Magnavox to curb spending after a disappointing sales year.

Magnavox, which billed approximately \$1.5 million in broadcast through the New York agency last year, manufactures a high-priced line of TV, stereo, high fidelity and radio equipment.

Also last week, the Waterman Advertising Agency, New York, and the George Lvn Co., East Paterson, N.J., announced that Air Time, a media-buying firm, will act as media department for both agencies.

## Equipment maker boards spot-TV bandwagon

Deere & Co., manufacturer of garden, farm and construction equipment, has mounted its first national TV campaign for its consumer-products division and will be keeping a close watch on the results.

Deere's limited use of broadcast in the past has been through local dealers. This initial parent-company effort is part of an over-all merchandising campaign offering a free power mower to purchasers of lawn tractors.

Deere's spots, in 30- and 60-second versions, are on NBC-TV's *Tonight Show* and the *Huntley-Brinkley Report* over a three-week period ending July 10. Additional time was purchased in markets that have a concentration of Deere & Co. dealerships.

The parent company's plans for future use of broadcast could hinge on dealer reaction to this campaign, according to a Deere spokesman. Gardner Advertising, St. Louis, is the agency for Deere & Co., which has its offices in Moline, Ill.

## New ad agency debuts in New York

A new advertising agency has been formed in Zakin Franznick Selden Comerford Inc., New York, with billings of \$6.5 million. Approximately 25% of the billings will be in broadcast.

The new agency, which will have headquarters at 60 East 52d Street, New York 10022, will open officially on July 1. The principals are Phil Franznick, chairman and chief executive officer; Alvin Zakin, president; Ralph Selden, vice president, and James Comerford, vice president. Messrs. Franznick and Selden formerly headed Franznick-Selden Inc., while Messrs. Zakin and Comerford were principals in the Zakin Co.

Accounts include Broadcast Music Inc., Capital Cities Broadcasting, J. Chein & Co. (toys and housewares), Daintee Candy, Fireside tobacco, and WVNJ(AM) Newark, N.J.



At a garden party announcing the new firm (l-r): Messrs. Comerford, Zakin, Selden and Franznick.

## JWT spot buying in D.C. follows success in L.A.

In an expansion of its market-specialization concept in media buying, the J. Walter Thompson Co., New York, will begin buying spot television and radio out of its Washington office on all of its national accounts in Washington, Baltimore and Richmond, Va. ("Closed Circuit," June 22).

The office in the nation's capital, starting in early August, will be manned by a media unit to be headed by William Lage, a buyer currently in the New York office. Until 18 months ago, all national spot buying was handled from New York. Then JWT set up a Los Angeles negotiating-buying team for that city. The success of the operation in Los Angeles led to the decision to establish a unit in Washington, and Thompson is considering the formation of similar buying-negotiating groups in

other regions.

The premise behind the decentralized buying system is that buyers with intimate knowledge of stations in particular sections of the country can negotiate and buy more skillfully. This move has been facilitated by Thompson's increased use of computers in the New York office, providing quick communication between New York and the buying centers.

## Double billing earns KULP a \$1,500 fine

A Texas radio station that continued the fraudulent-billing practices of prior owners was fined \$1,500 last week by the FCC.

Wharton County Broadcasting Co., licensee of KULP(AM) El Campo, Tex., told the FCC in response to commission inquiries that it had continued to double bill accounts after it acquired the station in June 1968, but had discontinued the practice by Oct. 31, 1969.

A list of all accounts double billed from July 1, 1968, to Oct. 31, 1969, which it submitted to the FCC, showed that actual billings for 10 advertisers totaled \$4,869.30, while the affidavits prepared for advertisers showed a total of \$6,461.50.

Although Wharton said it had eliminated the practice, the commission noted that billings for October were inflated by more than \$300, and that discontinuance of the practice in November 1969 took place after the commission's first inquiry into the matter.

Seeking reduction of the fine, Wharton stated it had fully cooperated with the commission and that payment would strain its financial situation. It also pointed out that KULP is a leader in public-service programming.

In ordering the fine by a unanimous vote and denying Wharton's request for reduction, the commission said that despite the station's cooperation and its financial situation the fraudulent-billing violations were of a repeated nature.

## Workshop will be part of NAFMB fall campaign

FM will open a campaign next fall to spread the word of the medium among New York advertising agencies and their clients and to broadcasters and advertising men throughout the country.

Plans for a workshop to be held next fall in New York City were approved Thursday (June 25) by the board of directors of the National Association of FM Broadcasters. The NAFMB board met in New York during the day and in the evening its members were hosts at a cocktail recep-



tion for the advertising community.

The workshop, NAFMB spokesmen said, "will be one of the innovations in the renewed NAFMB effort to better acquaint the advertising community with the increased national interest in FM radio."

Also approved were plans for regional meetings, which will be held in late 1970 and early 1971. Dates and locations are yet to be determined.

In another action, the board announced creation of a new region covering Montana, Idaho, Wyoming, Nevada, Colorado, Utah, New Mexico and Arizona with John J. McGuinness, KADK(FM) Denver, appointed director-at-large to coordinate the effort in the Rocky Mountain area. John Richer, WFIL-FM Philadelphia, is president, and Lynn Christian of Dawson Communications, Dallas, is board chairman of NAFMB.

### Research service offered

Media Sales Development, New York, which has been functioning as a buying and negotiating service in TV and radio for the past four years, is expanding its operation to include media research and media planning.

Neil L. Aronstam, president of MSD, said last week that its professional services group will offer its new research and planning facilities on a fee basis. He reported that MSD has billing of about \$8 million on behalf of eight clients, including manufacturers of packaged goods and musical instruments, retail chains and advertising agencies.

Mr. Aronstam said MSD has a staff of 27 in its New York headquarters

and plans to open an office shortly in Los Angeles. The company's stock is traded over-the-counter.

One of the key factors in MSD's growth, according to Mr. Aronstam, is the rapport it has developed with station representatives. He said it maintains daily contact with representatives to assure that up-to-the-minute information is obtained on availabilities, make-goods and choice time periods.

### New rep firm keyed to progressive rock

Formation of a new company to sell time exclusively on radio stations programming progressive rock was announced last week by Bruce Jed, former director of research and sales development for the ABC-owned radio stations.

Mr. Jed said the company, called Lifestyle '70, is selling an audience that is a growing minority that advertisers can no longer afford to ignore. He listed 16 stations, all stereo FM outlets, which he said his company is currently representing.

Lifestyle '70 has headquarters at 443 West 50th Street, New York 10019, telephone (212) 636-0994. The firm also has offices in Chicago at 30 West Washington Street, (312) CE 6-5300, headed by C. H. Lynch, and in the near future will open at Atlanta office.

Byron Goodell, former director of NBC-TV Spot Sales, is a consultant to Lifestyle '70.

Mr. Jed joined ABC last July after service as assistant to the chief of network production for the American

Forces Korea Network in 1968-69. Before that he was with CBS-TV network and prior to that was with WORC(AM) Worcester, Mass.

The stations, all FM, listed as represented by Lifestyle '70: KPFC-FM Pasadena, Calif.; WGLD Oak Park, Ill.; WABX Detroit; KMPX San Francisco; WBCN Boston; WHFS Bethesda, Md.; WEBN-FM Cincinnati; KPRI San Diego; WBRU Providence, R. I.; WHCN Hartford, Conn.; WIVC Peoria, Ill.; KWFM Tucson, Ariz.; KFMG Des Moines, Iowa; KYMS Santa Ana, Calif.; WQWK State College, Pa., and WCMF Rochester, N.Y.

### TV uses in business demonstrated by CBS

CBS Television Stations Division is offering a four-screen presentation to interested retailers on how TV can serve their business. The presentation details the use of the medium by Abraham & Straus, John Wanamaker, The May Co., Community Discount World and Beidermans. It also demonstrates a technique for "translating" a black-and-white newspaper layout into a film commercial.

The presentation was first shown at the National Home Furnishings Association's advertising workshop June 14 in Chicago. Retail executives in any of the five CBS-station markets are being urged to contact Richard Goldstein at WCBS-TV New York, Carl Carey at KNXT(TV) Los Angeles, George Drase, WBBM-TV Chicago, Jack Mahoney, WCAU-TV Philadelphia or William Miller, KMOX-TV St. Louis.

### Business briefly:

**Rix Roast Beef sandwich restaurants chain**, a part of Burger Chef Systems Inc., through Ogilvy & Mather, New York, is placing 60-second spots for airing early next month on 50 stations in Michigan, Pennsylvania, Ohio, West Virginia, Indiana, Missouri, Georgia, Texas and California.

**Johnson Products Inc.**, hair products manufacturer, through Niefeld, Paley & Kuhn, both Chicago, has signed to sponsor a one-hour musical documentary, *And Beautiful II*, in at least 25 major markets this fall. The program, which traces the musical heritage of Black America, is being produced by EUE/Screen Gems. Syndication is being handled by the agency on a cash basis.

**American Telephone & Telegraph Co.**, through N. W. Ayer & Son, both New York, will fully sponsor the NBC-TV broadcast of *George M!*, Saturday Sept. 12 (7:30-9 p.m. NYT, 10-11:30 PDT).

**Kool-Aid Division of General Foods Corp.**, White Plains, N.Y., through Ogilvy & Mather, New York, has placed into national distribution Shake 'N Bake seasoned coating mix for hamburgers. Network and spot-TV as well as print campaigns are being used.

### Rep appointments:

▪ **WTVK(TV)** and **WEZK(FM)** both Knoxville, Tenn.: Avery-Knodel Inc., New York.

▪ **KOOL-AM-FM Phoenix**: Katz Radio, New York.

### Also in advertising:

**From soup to mustard** ▪ Doyle Dane Bernbach is test-marketing an ad campaign for new Heinz Co. mustard account, with bulk of undisclosed ad budget headed for TV and expected to be aired in conjunction with Heinz ketchup commercials. Mustard account at DDB replaces "Great American

Soups" which is being moved to another Heinz agency.

**13th estimator** ▪ Katz Radio has issued the 13th edition of its Spot Radio Budget Estimator, showing costs—individually and averaged—for each of the four highest cost stations in 150 markets. Costs are shown for four dayparts: morning traffic, daytime, afternoon traffic and evening. Previous estimators showed traffic time as an average of the morning and afternoon periods.

**New production firm** ▪ Creative Circle Inc., New York, new television production company, has been formed by Klaus A. Werner, producer-director. It is located at 45 West 45th St.. Phone: (212) 245-5966.

**New home** ▪ Air Time Inc., New York, a service involved in the planning, negotiating and placing of advertising in all media, has moved to larger quarters at 919 Third Avenue. The new telephone number: 371-4750.

## Senators to probe color-TV fire hazard

### Subcommittee hearings on product safety weigh mandatory standards

A Senate Commerce subcommittee opened hearings last week on the establishment of a consumer products safety agency in the federal government.

Hearings began Wednesday (June 24) by the full parent committee, and then were turned over to the Subcommittee on Consumers, which is headed by Senator Frank E. Moss (D-Utah).

The proposals under study are those recommended by the seven-member National Commission on Product Safety, which submitted its final report to President Nixon and to Congress last week. The commission was established in 1968 by President Johnson, following a joint congressional resolution in 1967 appropriating \$2 million for the study.

The commission, noting that there were 20 million accidents from home products in 1969 with 30,000 deaths, recommended that a federal Consumer Product Safety Commission be established and authorized to develop mandatory safety standards where necessary, to enforce compliance with these standards through civil and criminal sanctions, and even to be allowed to seek injunctions from the courts to prevent the sale of products that are found to present "unreasonable" hazards. It said that industry and state standards were "inadequate."

The commission found 16 categories of home items—including color-TV sets—that are hazardous. It said that in 1969, there were 10,000 fires caused by TV receivers, mostly color TV. Color TV was said to be susceptible to fire because of the high voltages, up to 25,000 volts, required to drive the picture tube. This results, the report said, in interior operating temperatures of from 110° to 115°, causing the breakdown of the wax insulation around the high-voltage transformer. This form of insulation has now been replaced "for the most part", the commission said, by a more durable, less combustible silicone rubber insulation. Other problems, it said, were improperly dressed wire, the use of flammable paper or cardboard to enclose capacitors, flammable

lubricants, as well as other potentially hazardous components.

TV manufacturers, the commission said, immediately took steps to reduce these hazards, but an independent review found them still "not adequate. . . ." TV set makers are continuing to strengthen standards to reduce these dangers, the commission stated.

J. Edward Day, Washington lawyer who represented TV set manufacturers before the commission, said last week that he had no comment to make on the report, except to repeat what the manufacturers have said before—that the number of fires attributed to color TV receivers by the commission is questionable.

## Company claims it has a better alert system

An unsuccessful proposer of a system for alerting the public in the event of a national emergency has asked the FCC to hold a formal rulemaking proceeding to determine such standards.

International Electric Corp., Minneapolis, filed its petition with the FCC last week. IEC, a subsidiary of Kokusai Electric Co., Tokyo, said that the two-tone alerting system that is about to be recommended to the commission by the National Industry Advisory Committee is not sufficiently reliable. It also claimed that the NIAC committee was foreclosed under its frame of reference from considering receiver standards; that it worked only on transmission standards.

The NIAC system, now undergoing final review before submission to the FCC, proposes a two-tone subaudible signal to trigger radio receivers that are not turned on at the time the signal is broadcast. The system would require a modestly priced generator at the transmitter of stations and a radio receiver that incorporates a special reed sensor. The public alerting system follows a seven-year study by NIAC that began with 13 different proposals. IEC submitted its formal proposal last year, suggesting a "cue" signal system that is said to be much less costly for receiver adaptation than the two-tone system. It also is said to place a more expensive burden on broadcasters. The IEC system was evaluated by a NIAC group which found that it was not significantly different than the two-tone system on which the NIAC committee had settled.

In its current pleading, IEC charged that the reliability of the two-tone system is only 81.2%, compared to 96.7% for its own system.

## FCC delays VHF-UHF tune-alike deadline

### Commission sets July 1974 for full compliance, establish rates of change

The FCC last week acknowledged that television set manufacturers might find it difficult to comply with the deadline set for making equal VHF and UHF tuners available in all TV sets, and set a new deadline. The commission set the new date, July 1, 1974, following petitions for reconsideration of its previous ruling that TV-set manufacturers make VHF and UHF tuners alike by May 1 next year for those sets having screens nine inches or larger, and by the same date in 1973 for those sets with smaller screens (BROADCASTING, Feb. 2).

The new ruling makes no distinction in screen size but, rather in the percentages of sets made with comparable VHF-UHF tuners. The schedule provides that 10% of a manufacturers' sets must have "comparable systems for tuning the VHF . . . and UHF channels" by July 1, 1971; 40% by July 1, 1972, 70% the following year and all sets by July 1, 1974.

The schedule, in effect, requires that the production of old models be phased out, and the production of new models be commenced, prior to the July 1 date in each year, so that the total mix of models in production on or after that date will comply with the percentages.

The commission also said it was amending the basic tuning mechanism requirements—that UHF and VHF tuners be alike—to require that "if any TV receiver is equipped to provide for repeated access to VHF TV channels at discrete ('click'-type) tuning positions, that receiver shall be equipped to provide for repeated access to a minimum of six UHF channels at discrete tuning positions." The commission added that if a UHF tuner does not provide a distinct tuning position for each channel allocated to UHF (channels 14 through 83), each position shall be readily adjustable to a particular UHF channel by the user without the use of tools. The commission requires that if 12 or fewer discrete tuning positions are provided, each position must be adjustable without tools.

The commission said TV-set makers will be required to file progress reports each June 1 and Dec. 1 of every year, beginning Dec. 1, 1970. "Waivers



would not be granted lightly," the commission said, and a request for waiver would not be considered if the manufacturer had failed to file the required progress reports. The commission also required manufacturers who expect difficulty in meeting the time table to file a reply detailing the difficulties and correctional measures.

The commission said the scope of the proceeding would not be limited to equal tuning devices, but that all aspects of receiving capability would be examined, including the adequacy of UHF antennas.

## FCC would set aside 28 channels for ETV

The FCC has proposed a plan to give educational broadcasters exclusive use of 28 of the 31 television channels in the 2500-2690 mc band, hopefully answering questions as to the future of effective educational service raised by its plan for spectrum relief for land-mobile radio users (BROADCASTING, May 25).

The rulemaking proposal, announced June 19, would have no effect on existing authorizations, the commission said. The entire 2500-2690 mc band is now shared by television fixed services, operational fixed and international-control users.

Commissioner H. Rex Lee voiced strong opposition to the commission's

decision recently to permit land-mobile sharing of one or two of the lower seven UHF channels in the top-10 markets, and reallocation of 115 mc of space in the 900-mc band—which includes UHF channels 70-83—for land-mobile use.

The commissioner said the implications of the plan are "especially disastrous" for educational broadcasting, adding the action leaves both land-mobile and broadcasters "sharing not only channels but doubts and uncertainty" (BROADCASTING, June 15).

Under the proposed rule allocating space for educational services, operational fixed service will be afforded exclusive use of three channels 2650-2656 mc, 2662-2668 mc and 2674-2680 mc bands. "International-control stations . . . are provided for adequately in other bands," the commission added.

## Ampex to market new changeover kit

A conversion kit designed to permit in-house modification of Ampex model AVR-L videotape recorders to produce mirror image masters for duplication has been announced by the Redwood City, Calif. broadcast equipment manufacturer.

Changeover time is said by the company to be one hour. Mirror image masters produced in this manner can be used on the Ampex ADR-150 which can duplicate an hour of recording in

six minutes. As many as five dubs can be made at one time on the ADR-150. Delivery of the conversion kit will be made early in 1971, according to the company.

## Technical topics:

**Sales arm** ■ Concord Communications Systems division of Concord Electronics Corp., Los Angeles, has been formed to provide sales and service of the parent firm's closed circuit television and video tape recording systems. Gerald Rich has been named president of CCS while Alan Rich was appointed vice president. The division will sell and service the equipment to in the business, educational and industrial community in Connecticut and the lower Hudson Valley. Address: 176 Main Street (Route 7), Norwalk, Conn. 06851.

**Revised optical system** ■ Buhl Optical Co., Pittsburgh, has developed a new version of its ECU-Rp optical system for extreme wide angle projection. The basic extreme close up—rear projection system is used in conjunction with the prime lens on a 16mm projector to reduce the focal length of a 2-inch prime lens to the equivalent of ½-inch. The revised system features a new base mounting method whereby the ECU-Rp and projector are mounted to a common base. Cost: \$159 for ECU-Rp; \$50 for base. Information: 1009 Beech Ave., Pittsburgh 15233.

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## Fates & Fortunes

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### Broadcast advertising

**Robert L. Hosking**, general sales manager, WCBS(AM) New York, appointed director of station services, CBS Television Stations Division, New York, effective July 6. He succeeds **Robert M. Fairbanks**, who has been previously appointed general sales manager of KNXT(TV) Los Angeles. **Peter M. McCoy**, national sales manager, WCBS, succeeds Mr. Hosking as general sales manager.

**Joseph G. Rose Jr.**, treasurer, John Blair & Co., New York, elected to board of directors.

**William Croasdale**, TV programing executive with McCann-Erickson, New York, named VP. **Thomas R. Boyd**, account director, Detroit office of McCann-Erickson, appointed account director for GMC truck and coach division advertising.

**Alan Cundall**, creative coordinator, Los Angeles office of Gross, Pera & Rockey,

San Francisco-based PR and advertising agency, named VP. **Curt Fields**, executive art director, and **Lil Fisher**, copy chief, both in San Francisco office; and **Bruce Shelly**, copy chief in Los Angeles office, appointed associate creative directors. All three are also VP's.

**H. Jackson Brown Jr.**, copywriter, Noble-Dury & Associates, Nashville, named VP.

**Richard A. Bailey**, with Chicago and New York offices of Television Advertising Representatives, Westinghouse TV representative organization, appointed sales manager at Westinghouse Broadcasting's WBZ-TV Boston.

**Phillip Wallace**, account supervisor, Benton & Bowles, New York, named VP.

**William H. Millar Jr.**, field supervisor for eastern area on Atlantic Richfield account, Needham, Harper & Steers, New York, named VP. **Richard J. Haz-**

**lett**, creative supervisor, and **Martin Marcus**, associate creative director, NH&S, Chicago, named VP's.

**Anthony D. Wake**, VP and creative group head, Pittsburgh headquarters office of Ketchum, MacLeod & Grove, appointed creative director of agency's Houston office.

**David L. Kerr**, account supervisor, Detroit office of Kenyon & Eckhardt Advertising, named VP.

**William Reber**, VP and account group head, BBDO, Minneapolis office, named regional manager of Boston office.

**Luisa Robinson**, assistant to executive VP, Grey Advertising, New York, elected VP for creative administration.

**Frank Moore**, assistant sales manager, WLWT(TV) Cincinnati, appointed general sales manager at WLWI(TV) Indianapolis. Both are Avco Broadcasting Corp. stations.

**Ray Sweeney Jr.**, with KUMU(AM)



Honolulu, joins KGU(AM) there as sales manager.

**Stephen A. Roth**, with Doremus & Co., New York, named VP and appointed director of company's market planning and research department.

**James C. Karolik**, former VP at Paul A. Stevens and Associates, Houston, forms own agency, Karolik Advertising & Public Relations. Address: 1964 West Gray, Suite 22-A, Houston 77019. (713) 524-7181.

**Jack Ambrozic**, general sales manager, WLEE(AM) Richmond, Va., joins WNCR-FM (formerly WGAR-FM) Cleveland in newly created position of general sales manager.

**Don Cowlbeck**, copy/production head; **Robert Cox**, art/production group head; **Evelyn Ward**, associate director of account coordination and services; and **Robert Watts**, account supervisor, all with Ogilvy & Mather, New York, named VP's. **Jay Rosenthal**, group head, Dancer-Fitzgerald-Sample, New York, and **Sandra Ogreaan**, managing buyer with Ted Bates & Co., New York, both join Ogilvy & Mather there as local broadcast media buying supervisors. **David Hirth**, formerly with Norman, Craig & Kummel, New York, joins O&M as media planning supervisor on General Foods.

**Ruth Zanes**, senior project supervisor of advertising, Clairol, New York, joins Chesebrough-Pond's there, as market research manager.

**Robert Alexander**, with WAIT(AM) Chicago, joins KPHO(AM) Phoenix as general sales manager.

**Anthony J. Amendola**, VP and account executive, D'Arcy Advertising, St. Louis, appointed account supervisor.

**William G. Evans**, VP and creative director in Baltimore office of W. B. Doner & Co., before accepting partnership in Richardson, Myers and Donofrio, agency there, in 1969, re-joins W. B. Doner & Co. in same capacities.

**Richard C. Candor**, formerly VP and associate creative director with McManus, John & Adams in Detroit and New York, joins Campbell-Ewald, Detroit, as director-special creative projects.

**Greg Macafee**, with KPEN(FM) Los Altos, Calif., appointed director of sales.

**Marvin L. Walberg**, sales manager, WHIH(AM) Portsmouth, Va., joins WOLS(AM) Florence, S.C., in same capacity.

**Bernard G. Lee**, writer-producer and copy supervisor, San Francisco office of Post-Keyes-Gardner, joins Cole & Weber, advertising and PR agency in Portland, Ore., as creative supervisor.

**George L. Wyatt**, station manager, WWTX(FM) Corinth, Miss., joins WCMA-

(AM) there as sales manager.

**Thom Jaster** and **Barbara Jackson**, with The Patton Agency, Phoenix advertising and PR firm, appointed administrative director and media director, respectively.

**Robert J. Sharpenter**, formerly with Tatham-Laird & Kudner, Chicago, joins Arthur Meyerhoff Associates, agency there, as account supervisor.

**Jerome K. Abbs**, account executive, and **George A. Sperry**, radio and TV director, E. W. Baker Co., PR and advertising agency in Detroit, named VP's.

**Gerald R. Johnson**, with Winus-Brandon, St. Louis agency, appointed controller.

**James P. Lavelle**, salesman, Katz Radio, New York, appointed radio manager, Atlanta office.

**Wayne L. Lawrie**, with WWJ(AM) Detroit, appointed national sales manager.

**Shari Wall**, with Chicago office of Stern, Walters & Simmons, agency, joins I-MAC, marketing, advertising and communications agency there, as media supervisor.

**Jim Eisner**, with WCKL(AM) Catskill, N.Y., appointed sales manager.

**Paul Alley**, head of Paul Alley Productions, New York, joins Anderson-Bourne Advertising, Winter Park, Fla., as TV and radio director.

**Paul H. Shrage**, formerly with Diener-Hauser - Greenthal, New York-based agency, joins Screen Gems advertising department there as creative director.

## Media

**David D. Allen**, VP and Eastern regional manager, Computer Technology-East, White Plains, N.Y., subsidiary of LTV Aerospace Corp., joins CBS in New York as VP, management information systems. **Hugh J. Reilly**, director of finance and administration for reinforced plastics division of W. R. Grace

& Co., New York, joins CBS there as assistant controller with responsibility for control analysis. **Martin I. Visconti**, manager of accounting for CBS International Division, New York, appointed manager of accounting for CBS TV Stations Division.

**Harry A. Karr Jr.**, general manager for radio WRC-AM-FW Washington, elected president of Maryland - DC - Delaware Broadcasters Association succeeding **Harvey C. Smith**, WDEL(AM) Wilmington, Del. Others elected: **Sam Cannon**, WCEM-AM-FM Cambridge, Md., VP; **Carl Brenner**, WBMD(AM) Baltimore, secretary; and **Ted Dorf**, WGAY(FM) Washington, treasurer.

**Ann Hassett**, Los Angeles freelance writer and producer for such projects as Educational Issues Coordinating Committee, joins KTTV(TV) Los Angeles as director of community affairs.

**Robert E. O'Connor**, VP and general manager, WTTG(TV) Washington, named to similar position with KTTV(TV) Los Angeles. Both are Metromedia stations.

**Roger Carroll**, with KVOY(AM) Yuma, Ariz., appointed station manager succeeding **Mark Stewart**, who joins sales staff of KORK-TV Las Vegas-Henderson, Nev.

**Don E. Heald**, VP and general manager, WSB-TV Atlanta, elected president of Georgia Association of Broadcasters.

**E. C. Stiker**, VP and general manager, WITH-AM-FM Baltimore, named chairman of Baltimore Broadcast Skills Bank, branch of Urban League. He replaces **Don Kelly** of WCBW(AM) there.

**Richard Estell**, general manager, non-commercial WKAR-AM-FM East Lansing, Mich., re-elected chairman of board of directors of National Educational Radio.

**Bertram W. Rein**, special assistant to former undersecretary of state Elliott L. Richardson (now secretary of Health, Education and Welfare), named deputy assistant secretary for transportation and telecommunications. He replaces **Frank**



New officers for Mississippi Broadcasters Association were named at group's annual convention in Biloxi June 13. Pictured are (l to r) **Bob McRaney Jr.**, WLBT(TV) Jackson, immediate past pres-

ident; **Walter Smith**, WPMP-AM-FM Pascagoula, president; **Jack Cockran**, WCBT(AM) Columbus, vice president; and **Eddie Fritts**, WNLA-AM-FM Indianola, secretary-treasurer.

## Croll, Walen join BPI; Whitcombe in new post

Two staff appointments and one promotion were announced last week by Broadcasting Publications Inc., effective July 1.

**David N. Whitcombe**, circulation director, becomes director of marketing. He will supervise circulation, marketing and sales promotion of the weekly BROADCASTING, the BROADCASTING YEARBOOK, and BROADCASTING CATV SOURCEBOOK.



Mr. Whitcombe

**James G. Croll**, former manager of

KOAA-TV Colorado Springs, becomes Midwest sales manager, with headquarters at BROADCASTING's Chicago bureau. A graduate of Western Reserve University, Cleveland, specializing in communications, Mr. Croll has been active in Colorado broadcasting, advertising and civic activities since 1951.

**Jack Walen**, former production manager in Washington for three magazines and two directories for the Aviation Division of Ziff-Davis Publishing Co., has joined BROADCASTING as assistant to publisher for production. An expert in web-offset and color production, Mr. Walen is supervising transition of BROADCASTING from letterpress to high-speed offset which becomes fully operative with BROADCASTING's Aug. 3 issue. The new process is intended to expedite delivery of BROADCASTING to its nearly 40,000 subscribers.

**E. Loy**, resigned.

**Carmine Pizza**, with WCKL (AM) Catskill, N.Y., appointed station manager.

**Barrett Geoghegan**, formerly executive VP, Daniel Starch Inc., New York, named president and general manager of WAND (TV) Decatur, Ill.

**Michael Roth**, comedy writer and instructor, Los Angeles Valley College, and **Bernard Gershuny**, named VP, creative affairs and president, respectively of Artists International Management, Hollywood and New York.

**Les Friends**, with production department, MGM-TV Culver City, Calif., appointed director of administration.

### Programing

**A. Gifford Eager**, national sales manager, WAGA-TV Atlanta, joins Poole Productions, program producer and syndicator in Greenville, S.C., as VP-sales.

**Robert Guy**, director of special projects, KABC-TV Los Angeles, joins KING-TV Seattle as program director.

**Mike Shapiro**, WFAA-AM-TV Dallas,

elected to board of directors of Broadcast Music Inc. He succeeds **Robert B. Sour**, vice chairman and former president of BMI, who resigned from board but will remain with BMI as consultant.

**Charles Johnson**, general manager for number of radio stations in Southern California area and former general manager of XEGM (AM) Tijuana, Mexico, named president and chief executive officer, Black Video Syndication Network, San Diego, Calif. Others appointed to positions with BVSN: **James Glass**, former PR and special programs manager for Stromberg Datagraphix, program director; **Martyn Hodes**, in advertising in Southern California area, marketing director on temporary basis; **William B. Branch**, writer-producer-director of black-oriented programing currently working on movie for Universal Studios and NBC-TV, network director. Black Video Syndication Network is primarily engaged in production of Black TV programing for syndication into Black communities. BVSN was organized in 1968 under name of Chuck Johnson Television Productions.

**Jerry Guth**, with Johnson Motors, Waukegan, Ill., joins distributor division of Nightingale-Conant Corp., Chicago, as director of sales promotion. Firm produces syndicated radio program, *Our Changing World*, and other broadcast features.

**Burton A. Neuberger**, formerly VP and general manager, educational division of FilmFair, Chicago, appointed VP of Motion Associates there.

**Frank Miller**, WAVE-TV Louisville, Ky., elected president of Television Programming Conference. Others elected: **Herb Gold**, WFGA-TV Jacksonville, Fla., first VP; **Jack Rye**, KTSM-TV El Paso, Tex., second VP; **Charles Roundtree**, WBMG-TV Birmingham, Ala., secretary; and **Ed Sexauer**, WSFA-TV Montgomery, Ala., treasurer.

**Patrick H. Jones**, educational director, noncommercial WMOT (FM) Murfreesboro, Tenn., appointed to newly created position of program director/producer.

**William Boggs III**, assistant director and talent coordinator, WCAU-TV Philadelphia, appointed associate producer, KYW-TV there.

**George Kaywood**, formerly with WDOS (AM) Oneonta, N.Y., joins WCSS (AM) Amsterdam, N.Y., as program director.

**Fred Leonard**, with WCKL (AM) Catskill, N.Y., appointed program director.

**Charles Tyler Jr.**, production assistant, KETV (TV) Omaha, Neb.-Council Bluffs, Iowa, appointed producer. He will also serve as coordinator of black programing for station.

**Larry McCormick**, with KGFJ (AM) Los Angeles, assumes additional duties as program director.

### News

**James Byrne**, manager of news publicity, CBS-TV network press information, appointed director of CBS News information services. He succeeds **Michael G. Silver**, who rejoins CBS-TV press information department in executive capacity. **Pamela Jones**, press representative for CBS News, replaces Mr. Byrne as manager of news publicity.

**Christopher Glenn**, who has held number of positions with news department of Metromedia's WNEW-AM-FM New York, appointed managing editor of Metromedia Radio News with headquarters in group owner's national bureau in Washington. While with WNEW-AM-FW, he served as reporter, news editor and producer of documentary programs.

**Robert R. Houck**, with WMID (AM) Atlantic City, N.J., appointed news director.

**Lawson Phaby Jr.**, news director of KWOS (AM) Jefferson City, Mo., and

*Robert R. Pauley*

*Management Consultant*

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Jefferson City correspondent for KSD-AM) St. Louis, joins news staff of KSD full time.

**Joe S. Maynor**, PR director, East Carolina University, Greenville, N.C., joins WSOC-AM-FM-TV Charlotte, N.C., as news manager.

**Don S. Dickson**, former correspondent/newscaster, KOMO-TV Seattle, joins WJZ-TV Baltimore as reporter.

**Myron Drake** and **Richard Vick**, newsmen with KTAR-AM-FM Phoenix; **Jim Spehar**, newsmen with KOY(AM) Phoenix; and **Joseph Kennedy**, newsmen with KFAB-AM-FM Omaha, all join news staff of KPHO(AM) Phoenix.

**Bill Baker**, with news staff of WOL(AM) Washington, joins news staff of WJCL-TV Savannah, Ga. WJCL expects to go on air in July.

**Bob Snyder**, formerly with WESB(AM) Bradford, Pa., joins WCSS(AM) Amsterdam, N.Y. as news director.

**Robert Simmons**, Sacramento, Calif., correspondent, KNXT(TV) Los Angeles, appointed to newly created position of environmental editor.

**Roger Lawrence**, with WCKI(AM) Catskill, N.Y., appointed news director.

**Lynn Bobo**, KBUR-AM-FM Burlington, elected president of Iowa AP Radio-TV Association.

**Bob Howard**, newsmen, KGFJ(AM) Los Angeles, appointed assistant news director.

## Promotion

**Jack Remington**, general manager, Taft Broadcasting's WDAF-TV Kansas City, Mo., appointed to newly created position of director of corporate and public relations for Taft Broadcasting Co., Cincinnati-based group owner.

**Edward (Ned) Armsby**, who has supervised promotional activities at WFIL-TV Philadelphia, has been appointed director of advertising and promotion for Triangle Stations. He succeeds **Paul Martin**, who joins *The New York Daily News* as promotion manager. Mr. Armsby will continue also to handle promotional duties on WFIL-TV.

**Gene Mater**, director of public affairs for Free Europe Inc., New York, which handles PR and fund-raising for Radio Free Europe, appointed special assistant to **Richard W. Jencks**, president, CBS/Broadcast Group. Mr. Mater will administer media relations; will act inside and outside company concerning information relating to group and will conduct special projects relating to CBS/Broadcast Group affairs.

**Robert R. Hosokawa**, director of PR, Campbell-Mithun, Minneapolis agency, named VP. Promotion accompanies af-

filiation of Campbell-Mithun with R. J. Sullivan, New York PR firm, to create expanded business and financial communications program. Mr. Hosokawa will coordinate agency's PR program with New York PR office.

**E. C. Hartley**, in charge of sales promotion and research activities, WCCO-AM-FM Minneapolis, appointed director of sales and program promotion.

**Nam Snow**, former producer for KHVH-AM-TV Honolulu, appointed promotion manager for stations.

**Robert Palmer**, with television publicity department, MGM-TV Culver City, Calif., joins press-relations department, ABC-TV, Hollywood.

**Robert L. Klepinger**, PR director, E. W. Baker Co., PR and advertising agency in Detroit, named VP.

## Equipment & engineering



Mr. Herr

will continue in that capacity, focusing on long range planning. Mr. Herr, who moves to company headquarters in St. Paul, was a member of 3M research team which did early development work on magnetic recording tape and equipment. Mincom division includes home entertainment and professional tape records.

**Shigemi Nakano**, former president of Motorola Service Co., Tokyo, named VP of Sony Corp. of America. Mr. Nakano, who will be responsible for marketing of Sony Color Videocassette System and related accessories, including Videocassette programs, will have headquarters in New York.

**Robert McCulloch**, founder of Temco and member of board of directors of LTV Electrosystems, Dallas equipment manufacturers, resigns. Temco, organized in 1945 as Texas Engineering and Manufacturing Co., merged with Ling Altec Electronics in 1950's in one of early steps in creation of Ling-Temco-Vought.

**Ray DeMont**, with Colle & McVoy Advertising Agency, Minneapolis, joins Nortronics Co., Golden Valley, Minn., manufacturer of magnetic recording heads, as assistant sales manager for distributor division.

**William Dart Jr.**, formerly with Ameco, Phoenix-based equipment manufacturers, joins AEL Communications Corp.,

Colmar, Pa., as CATV regional sales engineer for Midwest and Southwest.

**Frank Ranke**, remote supervisor, WTVT-TV Tampa-St. Petersburg, Fla., appointed chief engineer.

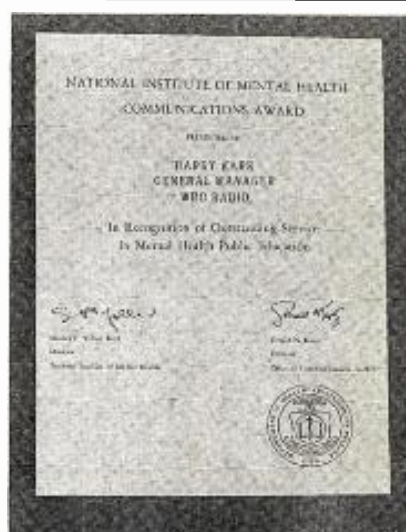
## Deaths

**James Burnes**, 42, ABC-TV news correspondent, died June 24 in his home in Westport, Conn., following heart attack. Previously he was anchorman and reporter for WABC-TV New York and had worked for stations in Connecticut. He is survived by his wife, Barbara Ann, and one daughter.

**Ralph L. Stuffebam**, 66, retired co-manager of KYTV(TV) Springfield, Mo., died June 16 at St. John's hospital there following long illness. He is survived by his wife, Clessa Mae, two sons and one daughter.

**Mac M. Thomas**, 49, owner and manager, WEIS(AM) Centre, Ala., died June 17 in his home following brief illness. He is survived by his wife, Audrey, and one daughter.

**Jack Lightcap**, 53, public address announcer at Shea stadium, New York, died June 22 at Memorial hospital there. He had worked earlier as sportscaster at WNBC(AM) New York, sports director at WNEW(AM) New York.



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As compiled by BROADCASTING, June 16 through June 23 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**

**Final action**

■ \*Agana, Guam—Guam Education Telecommunications Corp. Broadcast Bureau granted VHF ch. 10; ERP 27.4 kw vis, 5.475 kw aur. Ant. height above average terrain 199 ft.; ant. height above ground 190.3 ft. P.O. address: c/o Edward G. Titus, Box 3615, Agana 96910. Estimated construction cost: \$9,728.20; first-year operating cost not indicated; revenue none. Geographic coordinates 13° 28' 13" north lat.; 144° 48' 17" west long. Type trans. Standard Electronics TL653-1. Type ant. JAMPRO JAT6. Legal counsel none. consulting engineer W. J. Kessler & Associates, Gainesville, Fla. Principals: Daniel W. Smith, director, et al. Action June 12.

**Actions on motions**

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co.), TV proceeding, continued prehearing conference to June 30 (Docs. 18845-9). Action June 12.

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co.), TV proceeding, granted petition by Jackson Television for leave to amend application to show that Mrs. Rose E. McCoy, widow of Dr. A. H. McCoy, has been elected vice president of applicant in place of her late husband, and that Theodore M. Wrobel, executive vice president, is no longer assistant to president of LIN Broadcasting Corp. (Docs. 18845-9). Action June 18.

■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Hartscope Broadcasting Corp.), TV proceeding, postponed hearing to July 14 (Docs. 18737-8). Action June 18.

■ Hearing Examiner Charles J. Frederick in Williamsport, Pa. (WGAL Television Inc. [W80AJ]), TV proceeding, canceled all procedural dates (Doc. 18850). Action June 16.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), TV proceeding, granted request by

Frontier Broadcasting Co. and extended to June 22 time to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797). Action June 17.

■ Hearing Examiner Forest L. McClenning in Miami and Jacksonville, Fla., and Asheville, N. C. (Florida-Georgia Television Inc.), TV proceeding, denied motion by Broadcast Bureau requesting record be reopened (Docs. 10834, 17582-4 and 18185-6). Action June 18.

**Other actions**

■ Review board in Orlando, Fla., TV proceeding, Doc. 11083, granted motion for extension of time to file exceptions to initial decision, filed June 11 by TV Inc. Action June 17.

■ Review board in Tijuana, Mexlco, TV proceeding, Doc. 18606, granted motion filed on June 22 by Western Telecasters Inc., and extended to June 25 time to file responsive pleadings to XETV's appeal from adverse ruling of hearing examiner, filed June 11. Action June 23.

**Rulemaking petitions**

■ Central Arizona College, Coolidge, Ariz.—Requests amendment of rules to assign educational TV channel to Central Arizona College, Signal Peak Campus, for Pinal county. Ariz. Ann. June 22.

■ Virgin Islands—FCC proposed assignment of chs. 3 and 12 at Charlotte Amalie or Christiansted, V. I., or ch. 3 to Charlotte Amalie and ch. 12 to Christiansted for educational use. Action June 17.

**Call letter actions**

■ Boston Heritage Broadcasting Inc., Boston. Granted WQTV(TV).

**Existing TV stations**

**Final actions**

■ \*KIXE-TV Redding, Calif.—Broadcast Bureau granted CP to change vis. ERP to 89.1 kw, aur. ERP to 17.8 kw; change type trans.; correct coordinates; change ant. structure; ant. height 3590 ft. Action June 15.

■ KGMB-TV Honolulu — Broadcast Bureau granted license covering permit for auxiliary trans. Action June 16.

■ KLNJ-TV Lafayette, La.—Broadcast Bureau granted license covering new station. Action June 16.

■ WGAN-TV Portland, Me.—Broadcast Bureau granted license covering alternate main trans. Action June 19.

■ WBOC-TV Salisbury, Md.—Broadcast Bureau granted license covering installation of alternate main drivers. Action June 16.

■ KCMO-TV Kansas City, Mo.—Broadcast Bureau granted license covering changes; granted license covering utilization of previously authorized main trans. and previously authorized auxiliary ant. at main trans. site. Action June 16.

■ WXTV(TV) Paterson, N. J.—Broadcast Bureau granted license covering new station; specify studio location as 641 Main St., Paterson, N. J. Action June 16.

■ WOKR(TV) Rochester, N. Y.—Broadcast Bureau granted license covering new station. Action June 18.

■ WKRC-TV Cincinnati—Broadcast Bureau granted license covering alternate main vis. and amp. Action June 16.

■ WFPG-TV Altoona, Pa.—Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location. Action June 19.

■ KYW-TV Philadelphia—Broadcast Bureau granted license covering alternate main trans. and main ant. Action June 19.

■ WNOK-TV Columbia, S. C. — Broadcast Bureau granted license covering changes. Action June 16.

■ KRIS-TV Corpus Christi, Tex.—Broadcast Bureau granted license covering changes. Action June 16.

■ \*WHRO-TV Hampton-Norfolk, Va.—Broadcast Bureau granted CP to make changes in vis. ERP to 1000 kw, aur. ERP to 100 kw; studio location to 5200 Hampton Blvd., Norfolk and change type trans; condition. Action June 15.

■ WEAU-TV Eau Claire, Wis.—Broadcast Bureau granted license covering changes. Action June 19.

**Actions on motions**

■ Office of Opinions and Review in Los Angeles and Norwalk, Calif. (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, granted request and extended to July 15, time to file reply to Dept. of Justice Brief (Docs. 16679-80). Action June 17.

■ Office of Opinions and Review in Boston (RKO General Inc. [WNAC-TV], Community Broadcasting of Boston Inc. and Dudley Station Corp.), TV proceeding, granted request by RKO General Inc. and extended to June 25 time to file application for review of review board's memorandum opinion and order concerning interpretation of designated issue 3 in Proceeding (Docs. 18759-61). Action June 18.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of KFBC-TV Cheyenne, postponed further prehearing conference to June 24 (Doc. 18797). Action June 15.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, rescheduled prehearing conference for July 8 (Docs. 18791-2). Action June 15.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV]), TV-AM proceeding, scheduled further prehearing conference for June 23, to discuss exhibits exchanged by United Broadcasting Inc. and with particular reference to admissibility when offered in evidence (Docs. 18559, 18561-3). Action June 18.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by WPIX, for leave to amend application to reflect change in name of corporate entity owning common stock of WPIX Inc. Action June 17. By separate action, on request by WPIX Inc., scheduled further prehearing conference for June 22, to discuss proposed mod. of certain procedural arrangements now in effect. (Docs. 18711-2). Action June 18.

**Other action**


■ \*WMAA-TV Jackson, Miss.—FCC told licensee of TV, which reportedly had decided not to carry children's program *Sesame Street*, because of its integrated cast, that commission expects "full compliance" with station's stated policy that "programming shall not be prepared or broadcast which discriminates against any race. . . ." Action June 17.

**Designated for hearing**

■ WBT(TV) Charlotte, N. C.—FCC designated for hearing application by Jefferson Standard Broadcasting Co. to increase its ant. height to 1,800 ft.; move trans. site 22 miles to new location approximately five miles north of Denver. N. C. Action June 13.

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<p><b>GUY C. HUTCHESON</b> 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F Austin, Texas 78751 (512) 454-7014</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 100,000* Readers —among them, the decision making station owners and managers, chief engineers and technicians— applicants for am fm tv and facsimile facilities. *ARB Continuing Readership Study</p>	<p><b>TELCOM, INC.</b> Offering The Services Of Its Registered Structural Engineers 8027 Leesburg Pike McLean, Va. 22101 (703) 893-7700</p>

<p><b>SERVICE DIRECTORY</b></p>	<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, Laclade 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>RTV International, Inc.</b> RADIO PROGRAM CONSULTATION Sheldon Singer Vice President 405 Park Avenue New York, N. Y. 10022 (212) 421-0680</p>
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# Summary of broadcasting

Compiled by FCC, June 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,267	2	12	4,286	79	4,365 <sup>1</sup>
Commercial FM	2,073	0	51	2,124	126	2,250
Commercial TV-VHF	491	2	17	510	13	524
Commercial TV-UHF	131	0	50	181	113 <sup>2</sup>	297
Total commercial TV	622	2	67	691	126	821
Educational FM	391	0	24	415	4	459
Educational TV-VHF	76	0	6	82	4	86
Educational TV-UHF	97	0	11	108	12	120
Total educational TV	173	0	17	190	16	206

\* Special Temporary Authorization  
<sup>1</sup> Includes 25 educational AM's on nonreserved channels.  
<sup>2</sup> Includes two licensed UHF's that are not on the air.

## Call letter application

■ KMPH(TV), Pappas Electronics Inc., Tulare, Calif. Requests KTOO(TV).

## Call letter action

■ WNBE-TV, Continental TV Inc., New Bern, N. C. Granted WCTI-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.

■ KBOI-TV Boise, Idaho (Boise Valley Broadcasters Inc.). Contract dated April 27, 1970, replaces one dated Nov. 28, 1967; effective Oct. 1, 1969, to Oct. 15, 1970. No first call right. Program delivery not specified. Network rate, \$375 (\$400 as of Oct. 4, 1970); compensation paid at 30% prime time.

■ WREX-TV Rockford, Ill. (Gilmore Broadcasting Corp.). Contract dated March 29, 1967; extended from Sept. 18, 1969, to Sept. 18, 1971. First call right. Programs delivered to station. Network rate, \$750 (\$701 as of Dec. 1, 1970); compensation paid at 50% prime time.

■ WJRT-TV Flint, Mich. (Poole Broadcasting Co.). Contract dated March 12, 1970, replaces one dated Jan. 17, 1968; effective March 31, 1970, to Oct. 1, 1970, and self-renewable for two-year periods thereafter. First call right. Programs delivered to studios in Detroit. Network rate, \$1,250; compensation paid at 30% prime time. Deduction is equal to 121% of network rate.

■ WTOK-TV Meridian, Miss. (Southern Television Corp.). Amendment dated June 1, 1970, amends current contract to reduce network rate to \$493 as of Dec. 1, 1970.

■ WKEF-TV Dayton, Ohio (Springfield Television Broadcasting Corp.). Contract dated

May 21, 1970; effective May 30, 1970, to Aug. 30, 1970. No first call right. Programs delivered to station. Network rate, \$100; compensation paid at 30% prime time.

■ KRGV-TV Weslaco, Tex. (Mobile Video Tapes). Amendment dated June 1, 1970, amends current contract to reduce network rate by 6.5%, as of Dec. 1, 1970.

■ WSVA-TV Harrisonburg, Va. (Gilmore Broadcasting Corp.). Amendment dated June 3, 1970, amends current contract to reduce network rate by 3 1/4% as of Dec. 1, 1970.

■ KTWO-TV Casper, Wyo. (Harriscop Broadcasting Corp.). Contract dated July 2, 1969, replaces one dated May 25, 1965; effective July 1, 1969, to July 1, 1971, and self-renewable for two-year periods thereafter. First call right. Programs from KBTV(TV) Denver delivered to KTWO-TV at network's expense. Network rate, \$400; compensation paid at 30% prime time. Multiplied by 141.667%.

### CBS

■ Formula: Same as ABC.

■ WHMA-TV Anniston, Ala. (Anniston Broadcasting Co.). Amendment dated June 15, 1970, amends current contract by changing network rate from no compensation to \$25, as of May 31, 1970.

■ WTIC-TV Hartford, Conn. (Broadcast Plaza Inc.). Amendment dated June 2, 1970, amends current contract to increase network rate to \$2,500, as of July 5, 1970.

■ WTVJ(TV) Miami (Wometco Enterprises Inc.). Contract dated Nov. 11, 1966; effective Oct. 2, 1966, to June 1, 1969, and self-renewable for additional two-year period. First call right. Programs delivered to station. Network rate, \$1,496; compensation paid at 32% prime time.

■ KBOI-TV Boise, Idaho (Boise Valley Broadcasters Inc.). Contract dated Nov. 17, 1966; effective Nov. 7, 1966, to Nov. 21, 1967, for two years. First call right. Programs delivered to station. Network rate, \$363 (\$388 as of Oct. 4, 1970); compensation paid at 32% prime time. Deduction is equal to 60% network rate.

■ WFLD-TV Chicago (TV Chicago, a joint venture). Contract dated Aug. 26, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$225; compensation paid at

30% prime time.

■ WTOL-TV Toledo, Ohio (Cosmos Broadcasting Corp.). Contract dated May 31, 1968; effective June 1, 1968, to May 31, 1970, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,400; compensation paid at 35% prime time. Deduction is equal to 37% network rate.

■ KTWO-TV Casper, Wyo. (Harriscop Broadcasting Corp.). Amendment dated June 3, 1970, amends current contract to extend agreement from July 2, 1970, to July 1, 1971.

### 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.

■ WHMA-TV Anniston, Ala. (Anniston Broadcasting Co.). Supplement to agreement dated Aug. 13, 1969, confirms WHMA-TV began commercial operation and that contract became effective Oct. 26, 1969.

■ KBOI-TV Boise, Idaho (Boise Valley Broadcasters Inc.). Contract dated Aug. 6, 1968, replaces prior individual program contracts; effective Sept. 15, 1968, for two years. No first call right. Programs delivered to KUTV(TV) Salt Lake City and picked up by KBOI-TV at its expense. Network rate, \$375 (\$400 as of Oct. 4, 1970); compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WKYH-TV Hazard, Ky. (Hazard Television Co.). Contract dated May 27, 1970; effective June 1, 1970, for two years. No first call right. Programs delivered to WSAZ-TV Huntington, W. Va., and picked up by WKYH-TV at its expense. No network rate; no compensation.

■ KTVM(TV) Butte, Mont. (KMSO-TV Inc.). Contract dated May 15, 1970; effective May 12, 1970, for two years, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$225; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ KPRC-TV Houston (The Houston Post Co.). Amendment dated June 5, 1970, amends current contract to increase network rate to \$1,593, as of Dec. 1, 1970.

■ KTWO-TV Casper, Wyo. (Harriscop Broadcasting Corp.). Contract dated Dec. 15, 1967, replaces one dated Aug. 24, 1964; effective March 1, 1968, to Sept. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$445; compensation paid at 32% of all equivalent hours, multiplied by prime-time rate.

## New AM stations

### Start authorized

■ WYRU Red Springs, N.C.—Authorized program operation on 1510 kc. 1 kw (500 W-D-CH). Action June 8.

### Final action

■ Juncos, P. R.—Juncos Broadcasting Co. Broadcast Bureau granted 1460 kc. 500 w DA-D. P.O. address: Box 1885, 41 Ponce Street, Hato Rey, P. R. 00936. Estimated construction cost \$24,190; first-year operating cost \$20,000; revenue \$28,000. Principals: Ramon A. Rodriguez, president, Altigracia Llado, treasurer (each 25%) and Carlos M. Cordero, secretary (50%). Mr. Rodriguez is associated with WLEY(AM) Cayey, P.R., in advertising dept. Action June 17.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Elwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, ordered all further procedural dates cancelled (Docs. 18768-9). Action June 16.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, scheduled further hearing conference for June 24 (Docs. 18640-1). Action June 18.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New

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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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- 2 years \$27
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1971 Yearbook \$13.50

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Jersey), AM proceeding, granted petition by Broadcast Bureau and extended to June 29 time to file proposed findings of fact and conclusions of law and to July 13 time to file reply findings. (Docs. 18251-2). Action June 15.

■ Hearing Examiner Millard F. French in Green Bay, Wis. (Frank M. Cowies). AM Proceeding, rescheduled further prehearing conference for June 25 (Doc. 18790). Action June 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Sunbury, Pa. (Sunbury Broadcasting Corp.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for July 27 and hearing for Aug. 24 (Doc. 18876). Action June 12.

#### Other actions

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-18641, granted request to accept supplement to reply filed May 18 by Natick Broadcast Associates Inc.; denied further motion to enlarge issues filed March 12 by Natick Broadcast Associates Inc. Action June 16.

■ Review board in Las Cruces, N. M., AM proceeding, Doc. 18714, denied appeal from hearing examiner's rulings and supplement to appeal, filed April 29 and May 5 respectively, by Las Cruces Broadcasting Co.; granted petition for leave to file reply, filed May 28 by Las Cruces Broadcasting Co. and dismissed motion to strike appeal from hearing examiner's rulings, filed May 7 by Marvin C. Hanz. Action June 19.

■ Review board in Lebanon, Pa., AM proceeding, Docs. 15835 & 15839, granted request filed June 19 by Radio Catonsville Inc., and extended to June 29 time to file exceptions and supporting brief to supplemental initial decision released May 5. Action June 23.

■ Review board in Ponce, P. R., AM proceeding, Docs. 18564-18566, granted petition for extension of time filed June 11 by Zaba Radio Corp., extended to June 30 time to file response to oppositions to motion to enlarge issues. Action June 17.

■ Review board in Blacksburg, Va., AM proceeding, Doc. 18445, denied petition for reconsideration, filed March 18 by Broadcast Bureau and dismissed as moot petition for leave to amend and amendment, filed May 7 by Blue Ridge Broadcasting. Action June 19.

#### Call letter applications

■ Grenshaw County Broadcasting Co., Luverne, Ala. Requests WLVN.

■ Suburban Broadcasters, Burlen, Wash. Requests KQIN.

#### Call letter action

■ Edward P. De La Hunt Jr., Walker, Minn. Granted KLLR.

### Existing AM stations

#### Final actions

■ WGNP Indian Rocks Beach, Fla.—Broadcast Bureau granted mod. of license covering operation of second remote control point from main studio location while using 1 kw. DA-D. Action June 19.

■ Hearing Examiner Forest L. McClenning in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees]), transfer of control of Jonquil Broadcasting Co., licensee of WYNX, scheduled hearing for June 25 (Doc. 18784). Action June 18.

■ KCOG Centerville, Iowa—FCC denied request by Hope Inc. for waiver of prohibited overlap rules, and application for increase in power on 1400 kc from 500 w-LS to 1 kw-LS returned as unacceptable for filing. Action June 17.

■ KIRL St. Charles, Mo.—Broadcast Bureau granted mod. of CP to change D-A. Action June 16.

■ WELA Elizabeth, N. J.—Broadcast Bureau granted license covering new AM. Action June 16.

■ KEBC Oklahoma City—Broadcast Bureau permitted remote control. Action June 16.

■ WBLF Bellefonte, Pa.—Broadcast Bureau granted license covering changes; granted license covering change in frequency. Action June 16.

■ KPUR Amarillo, Tex.—Broadcast Bureau granted CP to change ant.-trans. location to 6 miles south south east of Amarillo Court House, Amarillo; change studio location to 3500 Tee-Anchord Blvd., Amarillo; operate by

remote control from studio location during daytime only; condition. Action June 18.

■ KXYZ Houston—Broadcast Bureau granted CP to change DA pattern. Action June 18.

■ KGRO Pampa, Tex.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans. Action June 18.

■ KLOG Kelso, Wash.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; remote control permitted. Action June 15.

■ KRSC Othello, Wash.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; remote control permitted. Action Jan. 15.

■ KING Seattle—Broadcast Bureau granted CP to increase MEOV's for nighttime. Action June 18.

#### Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, scheduled evidentiary hearing for July 7, in Denver (18710). Action June 12.

#### Fines

■ WTNT Tallahassee, Fla.—FCC reduced \$5,000 forfeiture liability of Tallahassee Application Corp. to \$3,000. Action June 17.

■ WGGO Salamanca, N. Y.—FCC ordered to forfeit \$1,000 for violations of rules by failing to operate during period of pre-notice authority at power not exceeding 500 w and failing to maintain required maintenance log with all specified entries. Action June 17.

■ WHYL Carlisle, Pa.—FCC notified of apparent liability to forfeiture of \$3,000 for failure to observe terms of station license, and PSA. Action June 17.

#### Designated for hearing

■ KDEO El Cajon, Calif.—FCC set for hearing application by Metro Communications Inc. to change facilities from 910 kc. 1 kw. DA-2, U to 910 kc. 1 kw. 5 kw-LS. DA-2, U. Action June 17.

#### Call letter application

■ KBON, Paxton Radio Inc., Omaha. Requests KLNQ.

### New FM stations

#### Starts authorized

■ WDSK-FM Cleveland, Miss. — Authorized program operation on 92.7 mc, ERP 3 kw, ant. height above average terrain 225 ft. Action June 15.

■ WMLP(FM) Milton, Pa.—Authorized program operation on 100.9 mc, ERP 760 w, ant. height above average terrain 540 ft. Action June 12.

■ KLIIS(FM) Palestine, Tex. — Authorized program operation on 94.3 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action June 12.

#### Applications

■ Porterville, Calif.—Gateway Broadcasters Inc. Seeks 99.7 mc, 15.06 kw. Ant. height above average terrain 689 ft. P.O. address Box 1450, Porterville 93257. Estimated construction cost \$5,871; first-year operating cost \$32,049; revenue \$50,000. Principals: Gareth F. Garland, president-general manager, et al. Ann. June 18.

■ San Francisco—Poor Peoples' Radio Inc. Seeks 89.5 mc, TPO 10 w, P.O. address 1390 Market Street, San Francisco 94102. Estimated construction cost \$3,190; first-year operating cost \$6,000; revenue none. Principals: Meyer Gottesman, president of board, et al. Ann. June 3.

■ Lincoln, Ill.—Virginia Broadcasting Corp. Seeks 100.1 mc, 3 kw. Ant. height above average terrain 201 ft. P.O. address Box 73, Lincoln, Ill. 62656. Estimated construction cost \$28,849; first-year operating cost \$24,000; revenue \$24,000. Principals: James A. Mudd, president, et al. Mr. Mudd has interest in WILY-AM-FM Centralia and WRAM-AM Monmouth, all Illinois. Principals own WPRC(AM) Lincoln. Ann. June 15.

■ Muskegon, Mich.—Multi-Com Inc. Seeks 104.5 mc, 50 kw. Ant. height above average terrain 499 ft. P.O. address 500 Hackley Bank Building, Muskegon 49440. Estimated construction cost \$86,070; first-year operating cost \$55,000; revenue \$70,000. Principals: Fred C. Culver Jr., president; David H. Walborn, vice president, and Thomas H.

Seyferth, secretary-treasurer (each 33⅓%). Mr. Culver is partner in law firm. Mr. Walborn is general manager for Associated Publications Inc., Whitehall, Mich. weekly newspaper publishers. Mr. Seyferth owns 3% of steel foundry and transportation-equipment manufacturer. Ann. June 15.

■ \*Geneva, N.Y.—Colleges of The Seneca. Seeks 91.3 mc, TPO 10 w, P.O. address 337 Pultney Street, Geneva 14456. Estimated construction cost \$6,155; first-year operating cost \$2,700; revenue none. Principals: Allen Kusisto, president of Colleges, et al. Ann. June 18.

■ Springfield, Vt.—Connecticut Valley Broadcasting Inc. Seeks 93.5 mc, 3 kw. Ant. height above average terrain 174 ft. P.O. address Craigie Hill, Box 800, Springfield 05156. Estimated construction cost \$21,350; first-year operating cost \$5,200; revenue \$28,000. Principals: Carlo F. Zezza, president-treasurer (51%); Elizabeth L. Zezza, vice president (33%); R. Lawlor Cooper, (15.6%), et al. Mr. Cooper is attorney. Principals own WCFR(AM) Springfield. Ann. June 15.

■ \*Charlotte Amalie, St. Thomas, Virgin Islands—Saint Peter and Paul Roman Catholic School Church. Seeks 88.1 mc, TPO 10 w, P.O. address: Dronningsen Grade 48, Box 272, Charlotte Amalie 00801. Estimated construction cost \$1,225; first-year operating cost \$1,000; revenue none. Principals: Bishop Edward J. Harper, president of board, et al. Ann. June 4.

■ \*Seattle—Nathan Hale high school. Seeks 89.5 mc, TPO 10 w, P.O. address 10750, 30th Avenue, N. E., Seattle 98125. Estimated construction cost \$3,345; first-year operating cost \$2,265; revenue none. Principals: Lawrence Edward Adams, communications department head, et al. Ann. June 11.

■ Durand, Wis.—Pepin County Broadcasting Co. Seeks 95.9 mc, 93 kw. Ant. height above average terrain 500 ft. P.O. address 408 John Street, Rosemount, Minn. 55068. Estimated construction cost \$22,162.50; first-year operating cost \$12,000; revenue \$15,000. Principals: Melvin Pulley, sole owner. Mr. Pulley owns WRDN(AM) Durand. Ann. June 18.

#### Actions on motions

■ Washington—FCC, on request by Pacifica Foundation, hearing on mutually exclusive applications for CP's for new noncommercial educational FM in Washington, filed by Pacifica Foundation and National Education Foundation Inc. continued at least sixty days. Action June 16.

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted motion by applicants and extended certain procedural dates; continued hearing to Oct. 12 (Docs. 18437-8). Action June 12.

■ Hearing Examiner Millard F. French in St. Johns, Mich. (Diltner Broadcasting Inc.), FM proceeding, scheduled further prehearing conference for June 23 (Doc 18708). Action June 18.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, continued evidentiary hearing scheduled for June 22, without date (Doc. 18308 and 18793). Action June 15.

#### Other actions

■ Review board in Fort Smith, Ark., FM proceeding, Docs. 18241, 18388, 18591, granted request for extension of time to file exceptions. filed June 11 by Broadcast Bureau. Action June 16.

■ Review board in Las Vegas, FM proceeding, Docs. 18437-38, accepted supplement to joint petition filed May 15 by James B. Francis and Quality Broadcasting Corp.; reinstated review board's MO&O, released March 24 and denied joint petition to commission's rules, filed Oct. 28 by James B. Francis and Quality Broadcasting Corp. Action June 19.

■ Review board in Gahanna, Ohio, FM proceeding, Docs. 18308 & 18793, granted motion filed June 18 by Christian Voice of Central Ohio and extended to June 26 time to file responsive pleadings to petition to enlarge issues. Action June 22.

■ Washington—Howard University filed petition in U.S. Court of Appeals for D.C. Circuit for review of commission action June 9 which denied Howard University's petition for reconsideration of Feb. 4 action denying request for waiver of rules to allow Howard to file application for CP for educational FM on ch. 207 at Washington. Action June 17.

(Continued on page 87)

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. All other classifications 35¢ per word—\$4.00 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. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted Management

Well established management consulting firm can offer an outstanding career opportunity in our expanding broadcast division. Man selected will direct total marketing program for solicitation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to Dr. White, Box F-289, BROADCASTING.

### Sales

Genuine opportunity in medium-large New York State market. Looking for man for new sales department. Excellent working conditions. Box F-277, BROADCASTING.

Crackerjack sales manager. Leadership and organization essential. If you haven't got what it takes go on to the next ad. Salary plus car plus commission or bonus plus insurance plus working with real people. Indiana medium market with 50% Pulse and ARB. Send resume, references and picture (recent) to Box F-343, BROADCASTING.

Wanted: Two radio time salesmen. One to become sales manager. Good salary plus commission. Tell all first letter. Call or write Bob Templeton, WMKC, Box 257, Oshkosh, Wisconsin. 414-233-3030.

Three station group of young broadcasters is expanding again and needs aggressive street salesman not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers, one with an interest in station. Start at \$12,500. Must travel for interview at your expense. Start after your summer vacation. Call or write Michael Schwartz, 1-203-521-1550 or 998 Farmington Avenue, West Hartford, Connecticut.

C&W Sales—Announcing replacement for happy, helpful, hard-working small staff. Large active account list available. Bill or Vivian Warren, Oneida, N.Y. 315-363-6051.

## Announcers

Wanted: Adult air personality for AM Drive on MOR southern station. Top dollar paid for man who will have the town talking and listening. Must cater to adults, be alert, intelligent and news minded . . . Not just a Time & Temperature disc jockey. Reply Box F-292, BROADCASTING.

New format—contemporary, New Jingles-A-Cappella, New sound—young adult. Great equipment, over 100,000 market. We need a 1st phone who can handle all of these and a morning show. Any takers? Opening immediately, Ohio. Box F-293, BROADCASTING.

Announcer. Mid-Atlantic adult operation is seeking a well-rounded announcer, capable of handling board shift. Must be experienced for sports, play-by-play and production spots. \$170. per week. Box F-294, BROADCASTING.

Unique opportunity for qualified air man! One of the Northeast's—and the nation's most prestigious radio stations offers a rare opportunity for a solid top flight, strong air personality. The man we're looking for is probably in his late twenties or early thirties, with a mature, responsible approach to their air work. Must be personality inclined and able to communicate with your audience. Should also be strong on production. In every way a once-in-a-lifetime opportunity which seldom presents itself with this stable, well run professional organization. If you feel you qualify we would like to hear from you. Include full background, references and salary required with tape of your best work. Every inquiry will receive thorough, honest consideration. Box F-305, BROADCASTING.

Mature announcer with first. Do up-tempo show on Virginia NBC affiliate. Service some accounts. Extra money for sports oriented man. Can advance to assistant manager. Want steady family man. \$8,000.00 to start. Insurance plus other benefits. A good job for a good radio man. No rush. Box F-321, BROADCASTING.

## Announcers continued

Opportunity for ambitious announcer to break into sales. Reliability, confidence, creativity required. Active account list now creating \$7,000 commission—potential over \$15,000. Illinois. Resume, photo. Box F-333, BROADCASTING.

Mid-day heavy sought by major market east coast rocker. Superb opportunity for ambitious-mature pro. Must be stable and have excellent references. Send air check, resume and picture to Box F-354, BROADCASTING.

Alaska's most popular adult radio station needs professional announcer. No beginners. Adult-MOR format. Starting salary \$825.00. Send tape, resume, to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska.

Immediate opening for night shift; must have first phone, call manager, KSYL, Alexandria, Louisiana, 318-442-6611.

Five kilowatt fulltimer needs evening announcer with 3rd endorsed for top 100 format. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico.

Immediate opening for experienced announcer ready to move into morning slot in growing market. MOR music and local news format. Good salary, fringe benefits and opportunity to advance. Send tape, resume to Program Manager, WASA, Havre de Grace, Maryland.

Announcer—experienced in MOR format. Good opportunity and good pay in fast growing market with established, successful station. Send tape and resume to John Garrison, WFIX, P.O. Box 7, Huntsville, Alabama 35804.

Announcer-salesman for growing market. Minimum one year experience. Salary and commission. The potential is here. Send resume and tape to Joe Lobaito, WGEN, Geneseo, Illinois.

Wanted—Heavy contemporary disc jockey for #1 Oklahoma City top 40 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

WMGW and WZPR-FM are interested in two, and possibly three, stable, conscientious announcers who would like to locate in a Northwestern Pennsylvania college community. We also happen to be in the most rapidly expanding area of the state. Your future in radio could be with us. Hospital benefits are one of the advantages. Each resume must be accompanied by your tape. Mail now to Program Director Nick Bernard, WMGW, Box 397, Meadville, Penna.

Detroit Metro—Modern country. Immediate dj/news opening for first phone. Rush resume, tape, picture, salary requirement. WSDS, Ypsilanti 48197. 313-484-1480.

Sports director needed for South Eastern Illinois MOR station. Play-by-play and announcing ability. Send resume and tape to L. Beabout, WVLN, Olney, Illinois 62450.

Modern C&W Station in Minnesota's greatest vacationland needs bright sounding announcer/salesman with proven sales record. Must have first phone and production ability. No weirdos please . . . only young, aggressive, intelligent leaders need apply. Station is young and very promotion minded . . . Sales record is excellent. Let's get together on salary and commissions . . . we pay gas for sales. Send tape, resume, solid reference list. Call 218-927-2344 or 218-927-3322. Immediate opening.

## Technical

Assistant Chief for AM directional. No announcing, sales, etc. Must be capable, experienced and have good employment record. Send current picture, resume, references to Box F-202, BROADCASTING.

Maryland directional needs experienced engineer. Age no barrier if you can do the job. Box F-210, BROADCASTING.

Engineer for AM Directional and FM operations in Pennsylvania. Permanent position for experienced technician with know how and good work habits. All benefits. Write details and salary requirements to Box F-349, BROADCASTING.

## Technical continued

Immediate opening—chief engineer with experience. 5,000 watt AM, 16,000 watt FM. Up to date equipment, fringe benefits. Call 301-939-0800, WASA AM/FM, Box 97, Havre De Grace, Maryland.

Engineer, 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-384-2100.

WFTL, Ft. Lauderdale, Fla. needs a great chief engineer now. Thorough knowledge of AM and automated FM Stereo essential. Good pay in growing, good living area. Contact manager directly. Staff aware of this ad. Box 1400, Ft. Lauderdale, Fla. 33302.

## News

Wanted—Heavy news voice with ability to edit and write for contemporary station in top 10 market. Send tape and resume, etc. Box F-288, BROADCASTING.

Newsman, good voice, good judgment, experienced. Major Eastern market major group station. Good salary, great benefits. Send tape, resume. Box F-310, BROADCASTING.

Major market opportunity for experienced newsman. Must be a dedicated news pro capable of gathering and airing top flight newscasts with consistency. Stable record and excellent references required. Send air check, resume and picture to Box F-356, BROADCASTING.

Newsman-news oriented market. Experience not as important as desire to work. Send tape, resume and photo to WBNR, Beacon-Newburgh, New York.

## Programing, Production, Others

Major successful midwest group AM, basic contemporary, seeking skilled program director. Willing to pay for qualifications. Small air shift. Must stand rigid character and work references check. Send tape, resume, references, current picture to Box F-243, BROADCASTING.

Production Director. Must know heavy rock, be an expert at tape editing, and limited technical knowledge of equipment required. In top 10 markets. Rare opportunity. Box F-281, BROADCASTING.

A Denver area radio station is looking for a program director and an announcer to build a totally new concept around. The station will be devoted to women only and will be directed to the young, on-the-move, 18-34 year old female. These key people must be able to create with music as well as play it, professional sounding, and hip looking. The station will be doing extensive PR work in Denver, so these people must be capable and aggressive. Send resume, tapes, and pictures to Box F-347, BROADCASTING.

Creative, professional production man wanted immediately. Will head established, well-equipped production department. Group headquarters. Good opportunity. Start \$200.00 per week or more for right man. Send tape and resume to Dudley Waller, Radio Station KEBE, P.O. Box 1648, Jacksonville, Texas 75766, or phone 214-586-2211.

Women's Director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa.

Immediate opening for Program Director. Fully administrative position. Only emergency air work. MOR format. WSTC—Stamford, Connecticut—203/327-1400.

Key position for experienced broadcaster with outstanding announcing, writing and production ability. As program director of New Jersey's most powerful station, you will help develop radio's first totally new format in the past five years; will be in charge of a staff of professional announcers; will serve as music director for our three station group, and be directly responsible for quality control and production for one of America's finest regional stations. Previous PD experience helpful but not necessary. Send tape, resume, first letter, or call Mr. Covell or Mr. Hobler, at 609-896-0975.



## Situations Wanted Management

Group radio station owner available July 15. 18 years of TV and Radio promotional, sales, and management experience. 1000% track record. Success in rock, MOR and C&W formats. Must have equity and/or stock option position. Past income for last nine years \$40,000 plus per year. Box F-169, BROADCASTING.

Manager . . . strong pro. Air, production, news, copy, sales. Done it all. 27, family, sober, 1st phone. Box F-291, BROADCASTING.

Manager—small—medium market—15 years all aspects of broadcasting. Box F-301, BROADCASTING.

Broadcasting Pro! Local and network experience at top management level plus sales, programing, news, sports, FCC applications, station acquisitions. Northeast, midwest, or Florida preferred. Impressive track record. Your reply kept confidential. Box F-306, BROADCASTING.

Desire to become associated with a stable operation that places quality above quantity. Where work produces results, not where a frantic pace produces unnecessary headaches. Manager-program director position. Thoroughly qualified in all phases of radio from announcing to management. Top salesman but do want sales position. Small-medium market progressive city, Virginia, Carolinas or Tenn. Box F-311, BROADCASTING.

Young man ready for management, assistant management; first phone, extensive experience. Box F-332, BROADCASTING.

Currently employed, highly successful radio station VP and General Manager in one of the top 5 markets desires new challenge. 18 years of solid experience. Present station programed for adults is a top leader in the market. Station profit has increased 9 times under my management. Willing to relocate. Box F-335, BROADCASTING.

Station manager in top 20 with fantastic sales success. Creative pro seeks exciting growth opportunity. Excellent background in finance. Under 35, family, degree. Prefer South or Southwest but will consider all areas. Box F-337, BROADCASTING.

Creative, hard working, leader, hard working, responsible, hard working, good character, hard working, producer of results, hard working, loyal, hard working, personable, hard working, experienced, and kind to animals. Write Box F-339, BROADCASTING.

Wanted station needing fully experienced professional broadcaster. Currently managing major market FM. Want station that's promotion minded . . . Not one content to sit back and not rock the boat. All size markets considered. Young-aggressive pro available. Write Box F-351, BROADCASTING.

Chicago tyro: young, veteran, college, third endorsed, relocate. Box F-357, BROADCASTING.

From C.P. thru renewals, experienced, mature general manager. Strongly sales oriented, plus community involvement. Wants complete responsibility and authority. Medium market/east of the Mississippi. Salary secondary to liberal profit sharing plus opportunity to buy in. Box F-360, BROADCASTING.

14 years experience: 8 selling, 3 management. First phone. 502-895-9677.

Young general manager seeks new challenge as general manager or sales manager. Experience in independent UHF for six years produced an eye for cutting costs, top programing, efficient operation and productive sales techniques. Reply to: 701 53rd Ave., W., Bradenton, Florida 33505.

## Sales

Top 30 Markets only. Top Biller, top qualifications. 1/69, took over depressed list (1968: \$21,000) doubled it to \$42,000 in 1969. Currently running 100% ahead of 1969 (thru 5/31/70) with \$7,000 billing for May in 6 station, 160,000 market. Well organized, stable employment history, top industry, client, character references. RAB trained. Age 27, 12 years broadcasting background. 1965 major university graduate. Box F-159, BROADCASTING.

Young, aggressive salesman with top management background seeks position with larger market sales force. Looking for top flight station with opportunity to earn top money. Reply to Box F-355, BROADCASTING.

## Announcers

Talented major market rock jock with background in programing wants medium market PD post. First phone. Box E-126, BROADCASTING.

3 for 1 sale! 1st class jock, production, copy. Military completed, relocate. Box F-264, BROADCASTING.

## Announcers continued

Professionally trained female announcer, musical background, strong on production, Northern California preferred. Box F-267, BROADCASTING.

1st phone, experienced, available now will travel anywhere. Box F-287, BROADCASTING.

1st phone . . . successful PD. Experienced in half-million market, all formats. Stronger country. Pro air, production, copy ideas, news, sales, done it all. 27, family, sober. Box F-290, BROADCASTING.

Experienced disc jockey, newscaster, tight board, creative, versatile, third endorsed, seven years sales and management, journalism major. Box F-295, BROADCASTING.

First phone. Entertaining, experienced, competent. Rock/C&W/MOR. Prefer South or Southwest. Box F-300, BROADCASTING.

Young hip Negro announcer experienced, broadcasting school graduate, 3rd phone, RGB or Top 40, will travel. Box F-303, BROADCASTING.

Announcer, DJ experienced, 3rd class, married, draft exempt. Box F-307, BROADCASTING.

Top market soul jock formerly WWRL N.Y., relocate. Box F-308, BROADCASTING.

Serious-minded, mature (over 30) announcer, broadcasting school graduate, 3rd endorsed. Family man wants that needed experience. Will relocate. Box F-312, BROADCASTING.

Personality with soul (blues) desires rock, top forty and jazz, very good news delivery, summer replacement, will relocate, draft free. Box F-318, BROADCASTING.

D. J. and newscaster. Announcer—tight C.B.O. dependable. Versatile, creative. Hawaii or near coastal regions preferred. Box F-319, BROADCASTING.

Broadcast school graduate, with first ticket, seeks Top 40 with news, 31, stable, married, service completed. Willing to relocate. Box F-322, BROADCASTING.

Dependable D.J./newsman seeks permanent position. MOR/Country format. Relocate. Box F-323, BROADCASTING.

Versatile, young announcer seeking position with up-tempo MOR or Rock Station. Tight board. Will relocate. Box F-338, BROADCASTING.

Experienced announcer, newscaster, third endorsed, tight board TV experience, dependable, creative, feminine, versatile. Will accept position in any New York State area, MOR. Box F-340, BROADCASTING.

Young (BFCI) Pro! Outstanding airman, best production you'll ever get, good voice, married, stable, service completed, excellent references; want to move in early fall, but will go earlier for good position. Will consider air-shift or production manager . . . major market only. Box F-341, BROADCASTING.

Rookie without license (alien) who has a Scottish accent and a-hell-of-a-lot of ambition wants to break into announcing. If it means anything, I'm an announcing school graduate. Box F-344, BROADCASTING.

First phone, RGB or heavy rock. With 9 years experience. Married will relocate to major market. Box F-359, BROADCASTING.

June Draper, formerly with WSLI in Roanoke, Va. is looking for job with good country music station. 1st phone no maintenance. Call or write WKW5, Rocky Mount, Va. 483-9244.

Experienced radioman, first phone, sober, dependable—Box 6318, Station A, Daytona, Florida.

Experienced first phone announcer available 413-738-8241, Or James R. Taylor, Maple Avon Apts., Apt. 22, 52 Westfield Southwest, Springfield, Mass.

Med. mart., USA Heavy play-by-play sports, news. Unlimited potential w/desire to excel. 1 year experience, age 36, 1st phone, Rosner, 874-5311, 1419 Poinsettia Place, Los Angeles, California.

Give the kid a break. Eager beginner from Newark, N.J. call Mack Donn, 201-923-7646 or 180 Pomona Ave.

Can you dig it? An oddity in contemporary radio? Distinctive personality, AM or FM rock style, idea man, production-minded; Now proven response getter in metro N.Y. million-plus market. Communicator, great music knowledge, oldie freak, 8 yrs. in biz. Mike Jarmus, 201-462-2784, RD #2, Box 172, Englishtown, N.J. 07726.

## Announcers continued

Experienced—3rd phone announcer, broadcast school grad, married, looking for job in upper midwest. Skip Larson, Ada, Minn. 56510. Tel: 218-784-3601.

Experienced disc jockey hard worker, and dependable seeking position with rhythm and blues station, 23 years old, Army veteran, single, good voice, willing to relocate. Phone JE6-8979. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Experienced announcer. Third phone. Draft exempt. Will relocate. Mike Johnston, 330 Elm Ave., Woodlynne, New Jersey. 609/962-8452.

Seasoned professional-announcer-personality d.j. Nine years experience. 39, single. Prefer northeast. Bob Cole—234 Crescent St., New Haven, Conn. UN-5-3528.

## Technical

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box F-249, BROADCASTING.

Engineer—Experienced, wishes position as assistant chief, New England, salary plus benefits. Box F-326, BROADCASTING.

Broadcast engineer 27 . . . experienced all phases audio . . . AM/FM . . . and some T.V. Seeking new opportunity and challenge with growing organization. Family man with an eye to the future. References. Box F-345, BROADCASTING.

Radio: Engineer; mature, experienced as Chief, AM-FM, 5 and 50Kw; DA-1 and DA-2, remote control and construction. Box F-346, BROADCASTING.

Chief engineer—heavy experience, including directionals—announcing, too. Box F-352, BROADCASTING.

First phone—available—15 years exp. Will work combo—no tapes, phone 502-457-3311.

Radio production engineer, 8 years experience wants freelance work N.Y.C. area. Writing and production mgmt. experience. Call (212) 691-0880 or (212) 873-1774.

## News

Professionally trained female; newscasting, specialty continuity writing; 3rd, extensive musical background, California preferred. Box F-259, BROADCASTING.

Experienced professional news and sports announcer . . . play-by-play of high school and big ten football, basketball, baseball. Married. College graduate. Looking for attractive and permanent position. Box F-296, BROADCASTING.

9 years experience; 6, news. Seek challenging medium-large market opportunity. East Coast. Box F-304 BROADCASTING.

Movie critic-reviewer, creative. Broadcasting graduate, 3rd endorsed. Some journalism. Family man. Box F-314, BROADCASTING.

Newsman—B.A. in political science—trained news, sportscaster, commercial, program announcer—enthusiastic researcher—reliable. Phone 415-655-0604 or write C.G.D. 1516 Fernwood Dr., Oakland, California 94611.

## Programing, Production, Others

Have sold after 20 years as builder, owner, manager. 1st phone, employer, news director, accountant, government relations, in profitable midwest small-town AM. Now prefer less broad responsibility and offer my experience and loyalty working normal hours any phase broadcasting. Prefer small town. Box F-317, BROADCASTING.

Producer/Director five years experience in all phases of television production and live news-cast. Willing to travel, now working in top 20 market. Box F-330, BROADCASTING.

## Television

## Help Wanted

## Management

TV Business Manager. Must take charge of 7 man department and all statements, forecasts, billing, receivables, payroll, etc. Only strong experience desired. Group VHF in top 15 market. Excellent fringe benefits including stock option. Send resume and salary requirements to Box F-238, BROADCASTING.



## Television Help Wanted

### Technical

Two first class engineers for top-50 market in South Carolina. Liberal benefits. Start, \$120.00 per week. Box F-299, BROADCASTING.

Seeking take-hold chief engineer for Eastern major market, network, VHF. Send resume, references and salary requirement to Box F-329, BROADCASTING.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York 772-1122.

Experienced first class engineers for educational station. Must be reliable. All new equipment. Contact Dennis Dunbar, Chief Engineer, WSKG TV, P.O. Box 954, Binghamton, N.Y. 13902.

TV engineer with experience as switcher or maintenance. Must have first class FCC License. All color RCA equipped major market Northern California independent. Call collect chief engineer, 916-452-8221.

### NEWS

Television station needs experienced Consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box F-251, BROADCASTING.

WIRL-TV has an immediate opening for 5:30 p.m.-10 p.m. Anchor Man. Must be experienced. Contact Ralph Smith, News Director, immediately. Box F-253, BROADCASTING.

TV Anchor/Reporter . . . Experienced anchorman needed for expanding early and late weekend newscasts on number one rated northeast station. Must have ability to write and shoot/edit 16 MM equipment. Send resume, salary requirements, and recent off-air video tape to Box F-263, BROADCASTING.

Large midwestern TV, news operation, looking for two mature reporters who can do intelligent interviews and standups. Resume to Box F-331, BROADCASTING.

Registered Meteorologist—Major market station with large staff committed to news, weather and sports programming is looking for a professional weatherman. We are interested in a team man with personality and imagination. Please send resume and salary history to Box F-361, BROADCASTING.

News Director—Large station network affiliated in the top 20 market is looking for an aggressive, dedicated and experienced news director. The right individual will direct a staff with facilities that will compliment the finest news operation in the country. The responsibilities of this position are well known to the applicant we are seeking. Please send resume that includes salary history to Box F-364, BROADCASTING.

News Personality—News dedicated station in largest market looking for air personality. Must project as friendly and congenial and yet have air of authority. Please submit resume and salary history to Box F-368, BROADCASTING.

TV newsmen, strong on air. Good salary. Great recreation area. Small university town. No floaters. Over thirty preferred. Contact: Mr. Don Ryan, Promotion Manager, WLUC TV, P.O. Box 460, Marquette, Michigan 49855. Phone 906-475-4161.

Leading southeast VHF seeking outstanding newsmen. Should be well versed in air work, writing, reporting, and film work. Salary open for right man. Excellent opportunity. Contact Al Fleming, News Director, WTVM, Columbus, Ga., 404-322-8228.

### Programing, Production, Others

Producer-Director—experienced take charge type. Northeast market—top 25. Box F-366, BROADCASTING. An equal opportunity employer.

Film director—Knowledge of shipping, set-up and editing. Group-owned and fringe benefits. Box F-367, BROADCASTING. An equal opportunity employer.

Producer-Director, must have experience in producing commercials, newscasts and live shows. Send complete information including salary requirements first reply to R. C. Richmond, WBBH-TV, 3719 Central Ave., Fort Myers, Florida 33901.

Continuity writer-supervisor—Person with creative ideas, who can write and follow through with production of spots. Will also be in charge of Continuity Department. Write or call, Operations Manager, WIRL-TV, Peoria, Ill.

## Television

### Situations Wanted Management

Manager, heavy sales background, experienced UHF Net and Ind. Operation. Knowledgeable all phases seeking sound organization whose goal is tight, profitable operation. Welcome thorough investigation. Box F-302, BROADCASTING.

Production, programing, engineering. Experienced. Interested new stations—planned or built. Money to invest. Realistic, hardworking. Box F-350, BROADCASTING.

### Sales

Profit with pride. VHF, UHF or CATV. Superior operation will generate superior earnings. Presently General Sales Manager of highly successful VHF in top 60, seeking GM post where strong leadership is needed. 18 years TV experience in active sales, sales management, programing, production, promotion, creative advertising and cost control. Would you like a Gung Ho operation with a euphonic bottom line? Box F-298, BROADCASTING.

Experienced national-regional-local salesman available. College. Army and business background entirely TV-oriented. Age 37. Married. Two children. Sales background: five years local sales in top 10 markets; six years with leading national representative with one year as manager of major branch office. Excellent references. Box F-353, BROADCASTING.

17 years experience in production and operations management. Seasoned pro now wants experience in sales. Help me prove I can become one of your top producers. Call J. R. at 919-637-3879 for further information and interview.

### Announcers

Nashville Television Staff Announcer seeks opportunity. Real pro. Top commercials, heavy experience weather, news, MC, writing. Prefer South, consider any state, however. Box F-313, BROADCASTING.

### Technical

Engineering manager. 21 years all phases. Heavy construction experience. Able to manage large dept. Experienced in budgets, union negotiations, etc. Looking for solid station or group, top references. Box F-275, BROADCASTING.

### NEWS

Television newsmen presently employed in top 25 market . . . BA Degree in Communications . . . Married . . . 27 . . . Experienced in all phases of broadcast news . . . color VTR and references on request. Box F-167, BROADCASTING.

Award-Winning (1969 Los Angeles Press Club) newspaper reporter, 31, wishes to switch nearly three years indepth news experience to television reporting. BA, MA. Will relocate. Box F-170, BROADCASTING.

Available September: Crack writer-researcher, network feeder, experienced anchorman and news director (both media), specialist at public affairs/editorials. Have Masters Degree in Journalism. Now working on Doctorate (and teaching) at top journalism school. Prime references broadcasting and academe. Excellent voice/appearance. Box F-171, BROADCASTING.

Street Reporter: Black, excellent background, Master's degree-journalism. Box F-236, BROADCASTING.

News director. Top-rated newscaster and experienced, efficient news administrator. Record of successful involvement with community problems. Imaginative special events producer with thorough knowledge of production techniques. VTR, resume, and best professional, personal and business references. Box F-297, BROADCASTING.

Pro journ. (Employed) TV personality. Mature—Dedicated—Versatile. All media offers considered. Outstanding references. Box F-309, BROADCASTING.

Experienced anchorman, reporter, photographer, college grad. I do it all and well. Box F-358, BROADCASTING.

Enthusiastic college graduate, network newsdesk experience, seeks reporting/writing position with growing news operation. Box F-362, BROADCASTING.

### Programing, Production, Others

Documentaries, numerous awards, cinematography, editing, ideas, producer. Box F-194, BROADCASTING.

## Programing, Production, Others

### continued

Producer-Director, 26, just returned from Vietnam and seeks challenging position in commercial or ETV. 2 years graduate school in TV production experienced all phases. Will consider associate producer—assistant director in top market. Salary open, will relocate. Resume on request. Box F-237, BROADCASTING.

Versatile, enthusiastic young radio announcer with experience in news, pr, programing, prod. Seeks opportunity in television. Single, draft exempt, B.A. in Brctst. Box F-276, BROADCASTING.

Announcer/Director, 29, married, interested in director/announcer position. 15 years broadcast experience: punch good, tight breaks; good voice; first phone. Available to California stations later this summer for personal interviews. Box F-315, BROADCASTING.

CATV Operators: You've the wave of the future, but new FCC rules on local programing, sale of time, call for professional broadcaster on your team. Complete background all phases television: sales, programing, film, personnel, FCC, etc. Top references. Seek ground floor opportunity with aggressive CATV system leading to top management post. Box F-320, BROADCASTING.

### 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

Wanted to buy—Ampex VR 2,000 or 1,200 include options and asking price. Box F-92, BROADCASTING.

Wanted used studio and transmitting equipment for 3KW FM station. Give best cash price. Box F-369, BROADCASTING.

Looking for good used 500 watt AM transmitter. Contact Harold Welter, WKVI-FM, Box 12, Knox, Indiana 46534.

### FOR SALE Equipment

Coaxial-cable—Heliac, Styroflex, Spirolene, 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 TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc., Box 396, Montgomeryville, Pa. 18936. Tel 215-855-0970.

5kw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

I.T.A. 10,000 D FM Transmitter. Excellent condition. Presently operating 101.5 mc. Reason for sale: Going to higher power. Spare parts and plate transformer can be generated at 5KW. Contact C. E., Edward L. Bryant, c/o WJCV FM Radio, Box W, Johnson City, Tennessee 37601, phone 615-926-6167.

Symmetra-Peak Model SP-58-1A. Perfect condition, used 2 years. New \$225.00 now \$125.00. Write KRDU Radio, P.O. Box 157, Dinuba, California 93618. Phone 209-591-1130.

C.B.S. Laboratories Volmax 400 Automatic peak controller. Perfect condition, used 2 years. New price \$650.00 now \$350.00. Write KRDU Radio, P.O. Box 157, Dinuba, Calif. 93618. Phone 209-591-1130.

Numerous Type 5820 camera pickup tubes @ \$25.00 each, as is, FOB Mpls. Also 10,000' of monochrome TK-31 camera cable in 200' lengths. Best offer. Contact WCCO-TV, Director of Engineering, 50 South 9th Street, Minneapolis, Minn. 55402.

For Sale: Sparta A-500 Remote Monaural Studio Console. Excellent condition. Box F-324, BROADCASTING.

FM antenna, 12 bay, type 37m, tuned 103.7. Box F-327, BROADCASTING.

For Sale from private collector. 800 45rpm oldies dating from 1956. Good condition—best offer. Box F-365, BROADCASTING.

Going stereo—(2) 351 Ampex Recorders, excellent condition. \$995.00 each. KURL Radio, Box 1875, Billings, Montana 59103.

For sale: Seeburg 200LU-1P Select-O-Matic automatic changer. Holds 100 45-rpm LP's, plays both sides. Selector and pre-amp in oak cabinet with glass front. Excellent condition. \$200. Contact Mill Nicholas, WKEI, Kewanee, Illinois 61443.

## FOR SALE

### Equipment continued

For Sale—Two antiaircraft searchlights, mounted on 30 foot trailer, generators included. Ready to go—good condition. Perfect for night promotions. Call or write WMQM, Chisca Plaza Hotel, Memphis, Tennessee, 38103 . . . Area Code 901-523-1604.

H J 7-50 Andrews Helix 1 1/2" Air coaxial transmission cable jacketed RC 319 MIL SPEC, 12,000 feet available, 6-2000' reels—perfect surplus—test reports available 50% of factory price—can be cut and terminated to order at tremendous savings. Brokers invited. For FM broadcast—communications—microwave—radar—Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois, 312-235-2830.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

### MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 165 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"1970 Test Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Current Comedy—65-70 original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

WWUN is going to buy a set of jingles from someone. Interested? Contact WWUN, Jackson, Mississippi.

Station Logos for Summer! Original! Unique! Colorful! For sample slide write AURA, Box 1628, Wilmington, Del.

The Electric Weenie is here. Best live drop-ins by one of Americas funniest jocks. Send for free sample, 3220 B Westbrook Drive, Birmingham, Ala. 35216.

### INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

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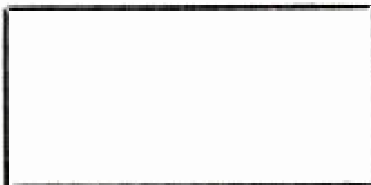
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(Continued from page 81)

**Rulemaking petitions**

■ FCC proposed assignment of ch. 221A to Whaleyville, Va.; ch. 249A to Americus, Ga.; ch. 236 or 237A to Oakdale, Calif.; ch. 272A to Goldsboro, N. C., and 272A to Roanoke Rapids, N. C.; ch. 269A to Albany, Ga.; ch. 269A to Lowell, Ind.; ch. 269A to Hattiesburg, Miss., or in alternative, to Collins, Miss.; reassignment of ch. 296A from Portsmouth, N. H., to Exeter, N. H.; assignment of ch. 261A to South Lake Tahoe, Calif. and removal of ch. 292A from and assignment of ch. 265A to Fairmont, N. C., and removal of ch. 265A from and assignment of ch. 296A to Mullins, S. C. Action June 17.

■ Wilson County Broadcasting Co., Floresville, Tex.—Requests amendment of FM table of assignments to add ch. 232A at Floresville, substitute ch. 221A for ch. 232A at Kenedy-Karnes, and substitute ch. 300 for 221A at Victoria, all Texas. Ann. June 22.

**Call letter applications**

■ Cape & Islands Broadcasting Inc., Falmouth, Mass. Requests WCIB(FM).  
■ Ricardo Vega. Aquadilla, Puerto Rico. Requests WTPM(FM).

**Call letter actions**

■ Bellaire Inc., Mobile, Ala. Granted WMOB-FM.  
■ Glendale Broadcasting Corp., Glendale, Ariz. Granted KXTC(FM).  
■ DeWitt Broadcasting Inc., DeWitt, Ark. Granted KDEW-FM.  
■ Miami Bible College, Miami. Granted \*WMCU(FM).  
■ Andrews Broadcasting Corp., Berrien Springs, Mich. Granted \*WAUS-FM.  
■ Raymond A. Plank, Lufington, Mich. Granted WKLA-FM.  
■ Helena Vocational Tech. Center, Helena, Mont. Granted \*KHTC(FM).  
■ University of Oklahoma, Norman, Okla. Granted KGOU(FM).  
■ Radio Medford Inc., Medford, Ore. Granted KMED-FM.

**Existing FM stations**

**Final actions**

■ KPIP(FM) Roseville, Calif. — Broadcast Bureau granted license covering new FM; ant. height 130 ft.; ERP 3 kw. Action June 16.

■ WKWL(FM) Belvidere, Ill. — Broadcast Bureau granted mod. of CP to change trans. location to: U.S. 20, 6 miles west of Belvidere, Guilford, Ill.; make changes in ant. system; change vert. ERP to 2 kw; remote control permitted. Action June 16.

■ WWL-FM New Orleans—Broadcast Bureau granted license covering new FM; ant. height 830 ft.; ERP 95 kw; Action June 16.

■ WBCM-FM Bay City, Mich. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; condition. Action June 15.

■ \*WALP(FM) Corinth, Miss. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ant. height 170 ft. Action June 15.

■ WBAB-FM Babylon, N.Y. — Broadcast Bureau granted license covering changes; trans-studio location redescribed as: Farmingdale Rd. & East Drive. Action June 16.

■ \*WBFO(FM) Buffalo, N.Y.—Broadcast Bureau request for SCA on 67 kc. Action June 16.

■ KPNW-FM Eugene, Ore.—Broadcast Bureau granted license covering new FM. Action June 16.

■ WHP-FM Harrisburg, Pa.—Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ant. height 810 ft.; ERP 6.5 kw; remote control permitted. Action June 12.

■ WFPI(FM) Philadelphia — Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 500 ft. Action June 16.

■ KJAM-FM Madison, S.D.—Broadcast Bureau granted CP to change trans. location to 4.6 miles due south of Madison, S.D.; change type ant.; make changes in ant. system; remote control permitted. Action June 18.



## Call letter applications

- **WLXX-FM**, Broward County Broadcasting Co., Ft. Lauderdale, Fla. Requests **WAXY** (FM).
- **WCMI-FM**, Stereo 94 Inc., Ashland, Ky. Requests **WAMX**(FM).

## Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: **KNDX**(FM) Yakima, Wash., to Dec. 15 (Doc. 15937); **WSOR**(FM) Fort Myers, Fla., to Sept. 30; **WKVM**(FM) San Juan, P.R., to Dec. 4; **WCIC**-FM New Brunswick, N.J., to Dec. 15; **WHCU**-FM Ithaca, N.Y., to Dec. 6; **WLNA**-FM Peekskill, N.Y., to Dec. 15; **KLK** Jefferson City, Mo., to Sept. 1; **Mechanicville Broadcasting Co.**, Mechanicville, N.Y., to Nov. 1; **WKFR** Battle Creek, Mich., to Aug. 15; **\*KCRW**(FM) Santa Monica, Calif., to Nov. 1; **KIRL** St. Charles, Mo., to Aug. 1. Action June 16.

## Renewal of licenses, all stations

- **WCCO-AM-TV** Minneapolis — Hearing Examiner Herbert Sharfman continued hearing now scheduled for June 29, on applications of Midwest Radio-Television Inc. for renewal of licenses of **WCCO-AM-TV** Minneapolis without date. Action taken pending action on Midwest's petition for reconsideration and grant without hearing of applications. Action June 12.
- Broadcast Bureau granted renewal of licenses for following: **KIFM**(FM) Bakersfield, Calif.; **KB2XKE** various places in United States; **KB2XPC** Greenville, Mass. Actions June 18.
- Broadcast Bureau granted renewal of licenses for following: **WAPG** Arcadia, Fla.; **WNTN** Newton, Mass. Actions June 17.
- Broadcast Bureau granted renewal of licenses for following: **KCCB** Corning, Ark.; **KXKW** Lafayette, La.; **WADA** Shelby; **WAYS** Charlotte, both North Carolina; **WAYZ-AM-FM** Waynesboro, Pa.; **WBOK** New Orleans; **WBSA** Boaz, Ala.; **WGNP** Indian Rocks Beach, Fla.; **WHIE** Griffin, Ga.; **WKCU-AM-FM** Corinth, Miss.; **WKSC** Kershaw, S.C.; **WPAS** Zephyrhills, Fla.; **WRBE** Lucedale, Miss.; **WRDW** Augusta, Ga.; **WRNO**(FM) New Orleans; **\*KASC**(FM) Conway, Ark.; **WTNT** Tallahassee, Fla. Actions June 19.

## Other actions, all services

- FCC extended time for filing comments on notice of inquiry and notice of proposed rulemaking on obligations of broadcast licensees under fairness doctrine (Doc. 18859) to June 29. Commission's action was on request of CBS. Action June 19.
- FCC, in response to petition for declaratory ruling and/or modification of order filed June 3 by National Association of Educational Broadcasters, asking that certain clarifications and modifications be made in recently adopted amendments of commission's rules relating to FM and TV non-commercial educational stations, postponed effective date of new rules from June 17 until Aug. 4. Action June 17.

## Translator actions

- Broadcast Bureau waived certain sections of translator rules and granted CP's for following translators: **CBS**, New York, to serve New York (Upper Manhattan and Bronx) on ch. 53 by rebroadcasting **WCBS-TV** New York; **RKO** General Inc., New York, to serve New York (Upper Manhattan and Bronx) on ch. 71 by rebroadcasting **WOR-TV** New York. Action June 15.
- Broadcast Bureau granted licenses covering new UHF and VHF translators: **K79CC** Romeo, LaJara, Manassa, Antonito and Alamosa, all Colorado; **K08GM** Pagosa Springs, Colo.; **K10GO** Pagosa Springs, Colo.; **K02FX** Bond, McCoy and adjoining territory, all Colorado; **K02FW** Ashcroft, Colo.; **K07IU** Montrose, Colo. Action June 15.
- Review board in Prescott, Ariz., translator proceeding, Docs. 18817-18818, granted petition for leave to intervene, filed May 7 and motion to enlarge issues filed May 7 by Grand Canyon Television Inc. Action June 16.
- **K75BT** Susanville and Herlong, both California—Broadcast Bureau granted CP to replace expired permit for changes in UHF translator. Action June 19.

- **W83AI** Indian River county, Fla.—Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action June 17.
- **K82AL** Dubuque, Iowa—FCC modified license of UHF translator to include condition that translator, upon request by any TV within whose principal community it operates, shall not duplicate simultaneously or on same day any program broadcast by that station. Action June 17.
- **K09IK** Burwell, Neb.—Broadcast Bureau granted license covering new VHF translator. Action June 18.
- **K72BO** and **K74BH** Paradise Valley, Golconda, Winnemucca and vicinity, all Nevada—Broadcast Bureau granted licenses covering changes in UHF translators. Action June 15.
- **W04AZ** Schoharie and Otsego counties, south Worcester, Davenport and Davenport Center, all New York—Broadcast Bureau granted license covering new VHF translator. Action June 19.
- **K74AJ** Cottage Grove, Ore.—Broadcast Bureau granted CP to change primary TV station to **KEZI-TV** Eugene, Ore.; change type trans. and make changes in ant. system. Action June 15.
- **South Lane Television Inc.**, near Cottage Grove, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Cottage Grove on ch. 81 by rebroadcasting **KOBI-TV** Medford, Ore. Action June 10.

## CATV

### Applications

- **Valley Vision Inc.**—Requests distant signals of **KEMO-TV** San Francisco to Placerville, Calif. (Sacramento-Stockton, Calif. ARB 22). Ann. June 22.
- **Eastern Connecticut Cable Television Inc.**—Requests distant signals of **WNEW-TV**, **WOR-TV**, and **WPIX**(TV), all New York; **WHCT**(TV) and **WTVU-TV**, both New Haven, Conn.; **WSBK-TV**, and **WKBG-TV**, both Boston; **WSMW-TV** Worcester, Mass.; and **WUHF-TV** Hartford, Conn., to New London, East Lyme, Waterford, Montville, Conn. (Hartford-New Haven, Conn. ARB 13). Ann. June 22.
- **Bishop Cablevision Co.** of Ashland—Requests distant signals of **WLEX-TV**, **WKYT-TV**, and **WBLG-TV** all Lexington, Ky., to Ashland, Kentucky (Charleston-Huntington, W. Va. ARB 49). Ann. June 22.
- **Northwest Illinois TV Cable Inc.**—Requests distant signals of **KIIN-TV** Iowa City and add Knoxville, Ill., to Galesburg and Monmouth, Ill. (Davenport-Rock Island-Moline, Ill. ARB 68). Ann. June 22.
- **Bishop Cablevision Co.**—Requests distant signals of **WBLG-TV** Lexington, Ky., to Russel, Raceland, Flatwoods, Kenwood, Worthington, Bellefonte, all Kentucky (Charleston-Huntington, W. Va. ARB 49). Ann. June 22.
- **North Central Television Inc.**—Requests distant signals of **WGTE-TV** Toledo; **WBGU-TV** Bowling Green; **WOSU-TV** Columbus; **WCSE**(TV) Newark, all Ohio; and **WTVS**(TV) Detroit to Perkins twp. and Huron, Ohio (Toledo, Ohio ARB 30). Ann. June 22.

### Action on motion

- Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore. (Twin Village Cable Inc.), CATV proceeding, granted motion by Broadcast Bureau and rescheduled hearing for June 30 (Doc. 18701). Action June 15.

### Other actions

- Review board in Irons Mountain, Md., CATV proceeding, Docs. 17510-16, 17531-32, adopted memorandum opinion and order denying petition for reconsideration and clarification filed April 6 by Frostburg Cable Television Inc. Action June 17.

## Ownership changes

### Applications

- **KTBT**(FM) Garden Grove, Calif.—Seeks assignment of license from Audio International Inc. to West Coast Media Inc. for \$78,750 and \$28,000 for consulting and covenant not to compete. Sellers: Oliver Berliner, president, et al. Buyers: DAV Enterprises, 100%. Principal of DAV: Dominic A. Visconsi, sole owner. Mr. Visconsi owns shopping center development firm. Ann. June 18.

- **KMUZ**(FM) Santa Barbara, Calif.—Seeks assignment of license from Tri-Counties Communications Inc. from The Schuele Organization Inc. for \$106,500. Sellers: Dr. Keith Larkin, vice president, et al. Buyers: Carl L. and Dorothy L. Schuele, president and vice president, respectively (each 50%). Principals are co-owners of golf driving range, miniature course and pro shop. Mr. Schuele was former owner of Broadcast Time Sales, radio station representatives, until 1967, now owned by Adam Young. Ann. June 18.
- **WBBK**(AM) Blakely, Ga. — Seeks assignment of license from Radio Blakely to W. C. Woodall Jr., O. W. Parnacott and Wayne Foster for \$12,500. Principals: W. C. Woodall Jr. (51% before and after), J. N. Stephens (16 2/3% before, none after), Wayne Foster (16 2/3% before, 32 2/3% after) and O. W. Parnacott (16 2/3% before and after). Ann. June 18.
- **KKAL**(AM) Denver City, Tex.—Seeks assignment of license from Yoakum County Broadcasting Co. to The Donald Jackson Foundation Organization for \$40,000. Seller: Claude Calvin McAdams, sole owner. Buyers: Donald L. Jackson, President; Mary A. Watts, treasurer; Marion Hernandez, secretary; Esther M. Jackson and Percy Dukes, vice presidents (each 1 vote). Mr. Jackson is president of real estate firm, lectures and is author. Mr. Watts is business student. Mrs. Hernandez is tutor. Mrs. Jackson teaches Spanish. Mr. Dukes is employed by General Motors. Ann. June 9.

## Actions

- **WNTN**(AM) Newton, Mass. — Broadcast Bureau granted assignment of license from Charles A. Bell, George J. Helmer III and Wayne H. Lewis to Newton Broadcasting Corp. for transfer of stock and purpose of incorporation. No consideration involved. Principal: Charles A. Bell, sole owner. Action June 17.
- **WENO**(AM) Madison, Tenn.—FCC granted assignment of license from Central Broadcasting Corp. to Field Broadcasting Co. for \$1,200,000. Seller: H. C. Young Jr., sole owner. Mr. Young owns 87.5% of **WGUS-AM-FM** Augusta, Ga., and 75% of **WSHO**(AM) New Orleans. Buyers: Martin W. Field, chairman (95%), et al. Buyers own **WFEN-AM-FM** Philadelphia. Mr. Field has real estate development and building interests. Action June 23.
- **WVLR**(FM) Sauk City, Wis.—Broadcast Bureau granted transfer of control of Sauk-Prairie Radio Inc. from R. J. Schwartz, Charles J. Ploetz, Gerald Batz, et al (100% before, none after) to Sauk Prairie Communications Inc. (none before, 100% after). Principals of Sauk Prairie Communications: Richard E. Dasenbrock, Thomas F. Clark, president (each 35%); Gertrude G. Clark (20%), Diane M. Clark, secretary-treasurer, and Mark Timpany, vice president (each 5%). Mr. Dasenbrock is announcer for **WJOL**(AM) Joliet, Ill. Mr. Clark is salesman-announcer for **WVLR-FM** Sauk City. Mr. Timpany is part-time engineer for **WVLR-FM**. Action April 21.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through June 23. 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*.

- **Creston, Ohio**—Franchise has been granted to Lodi TV of Lodi, Ohio.
- **Carmichaels, Pa.** — Franchise has been granted to Video Link Inc. of Camden, N.J. There is no installation charge and the monthly rate will be \$4.50.
- **Rockway twp., N.J.**—Telecommunications Inc. of Denver has applied for a franchise.
- **Monroeville, Ohio**—A 20-year franchise has been granted to Continental Cablevision Inc. of Crestline, Ohio. Firm will pay an annual rental fee of \$2.50 for each utility-pole attachment. Installation fee: \$10; monthly fee: \$4.85.
- **Bonney Lake, Wash.**—Franchise has been granted to Clearview Cable TV of Enumclaw, Wash.
- **Marbletown, N.Y.** — Franchise has been granted to Vida Cable owned by Garin Sheeley.

John Sias is an outgoing, talkative individual, and his interests—outside of Metromedia—are respectable, even wholesome. So, to say that Mr. Sias is publicity-shy is not to suggest that he is withdrawn or in any way disreputable. Yet he pursues anonymity with a zeal that can only arouse curiosity.

Example: One of his associates testifies that John Sias summarily ejected from his office the photographer sent to take his portrait for the annual report. The picture of him that finally ran, it is said, had to be taken with a telephoto lens.

John Sias has a theory that businessmen who seek recognition for themselves tend to neglect business. Group Vice President Sias has steadfastly attended to various aspects of Metromedia's business for the past seven years.

Mr. Sias's background is sales. He joined Metromedia as president of its Metro TV Sales division. Prior to that he had been a sales executive at Westinghouse and before that at Peters, Griffin, Woodward, as well as a newspaper rep at Maloney, Regan & Schmitt.

Grounded in sales, but with a panorama of the broadcast field that only his present post can give him, Mr. Sias views with interest the way the industry is approaching its business problems. He says, not without a touch of self-satisfaction, that Metromedia got the jump on broadcast organizations that are just now starting to exercise thrift. Metromedia observed the need for controls a year ago, he asserts, with "government regulation and business conditions and run-away costs" the tip-off.

"The halcyon days of old ended," he says of the industry. "It's going to become far more business-like as it enters its early adulthood."

These "halcyon days" of yore, he notes, are what shaped broadcasting's present-day problems and prompted pressures on the media from both private and government sectors. "Gee, they're making so much money, what about this or that?" everybody was asking himself. According to Mr. Sias: "Profit and its power have been at the root of this continued and well-intentioned effort to change the medium."

The Metromedia approach has been to "weight our efforts more in the area of real life and less in the area of make-believe." While he concedes it is easy to run away with spending in the news area, he advocates information-entertainment mix—and he uses *The David Frost Show* as an example—as a demonstrably economical and sound programming approach.

Mr. Sias is close to several embryonic program projects evolving along these lines. One series he calls "a poor man's

## He's proof that non-conformists win and wear stripes

*Sesame Street*," referring to the highly acclaimed Children's Television Workshop series funded by the Ford Foundation and other groups. While he regrets he does not have those resources, Mr. Sias does hope that an entertaining children's series, one that is "rewarding in terms of increasing their knowledge," will be ready for airing this fall or early next year. The program will incorporate "learning modules" in an entertainment format, in much the same way as the prototype *Sesame Street*. Talks are going on now with educational distributors, which will later put the program into circula-

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### Week's Profile

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*John Barnes Sias, group vice president, Metromedia Inc., New York; b. Jan. 22, 1927, San Francisco; BS in economics, Stanford University, Stanford, Calif., 1949; U.S. Army, 1945-1946; joined Maloney, Regan & Schmitt, San Francisco, as sales executive and appointed Sunday supplement manager, 1949-1953; joined Peters, Griffin, Woodward Inc. San Francisco, as account executive, becoming West Coast vice president, 1954-1961; national television sales manager, Westinghouse Broadcasting Co., 1962; joined Metro TV Sales as vice president, director of sales, 1963; named president, Metro TV Sales, 1965; assumed present post, 1968; m. Lucretia Thomas of San Rafael, Calif., Sept. 9, 1950; children—Lucretia, 19, Donald, 18, Helena, 15, William, 12.*

tion among schools and other institutions for nonbroadcast use.

"Consumerism is an area Metromedia has long had an interest in," and the company, says John Sias, has invested heavily in the development of a consumer-information series at KTTV(TV) Los Angeles. If everything goes according to plan, this program will air first in Los Angeles and then spread to other Metromedia markets.

Mr. Sias has been mentally sifting through various possibilities "in the whole area of medicine." He envisions a medical news show, perhaps beginning with a few exploratory specials.

Specials are a matter of obvious pride with him. Metromedia's two-hour special on environment quality, *1985*, which aired June 1, is one in which he took a personal interest. Mr. Sias is a fervid conservationist concerned about what is happening to the unspoiled American "outdoors."

A native of San Francisco, he speaks, in the past tense, of the "destruction of California," pointing to the "pall of crud in the air," the rapid expansion of the population. "I think five percent of the state is now paved. In some areas the photosynthesis process has been interfered with."

He is a member of the Wilderness Society, Defenders of Wildlife, and Protect the Wildlife Federation. His idea of a good time is a pack trip in the wilds of Montana. He is concerned about polar bear hunting by plane in Alaska and the disappearing grizzly bear. It has been his ambition for some time to undertake a search for the few remaining grizzlies in northern Mexico. Photographs of that dying species might result in needed publicity and ultimately in protective legislation from the Mexican government. The only hitch is that he would need 30 days in October or November to track down the grizzly, and not many broadcast executives, John Sias included, have that kind of time.

On the sidewalk in front of the Manhattan office building that houses Metromedia's executive offices, he once found a dead woodcock, obviously downed in mid-migration, and that pretty much sums up John Sias's feelings for the city he works in. At night he puts some distance between himself and New York; he makes his home in Westport, Conn.

John Sias's regard for what he calls "our irreplaceable heritage" is reflected in his tastes in reading (he reads books on ecology) and art (he likes Remington and Russell). But even group vice presidents don't always get their way: His personal selections of western paintings have been relegated to the coat closet after having been supplanted on his office walls by corporate art.



## The right way and the wrong

All three television networks have announced intentions to enlarge the opportunities for the discussion of issues and the raising of funds by the party out of power. The three policies vary, but the net of them will be to give the President's opponents, whoever the President may be, more chance to counter statements he may make in his television appearances.

At the same time all three networks are resisting attempts to expand the fairness doctrine. It is altogether consistent with the principles of free journalism that the networks should be voluntarily giving Democrats the kind of exposure that the Democrats want the FCC to decree. As long as the action is voluntary, it entails editorial judgment; indeed the variations in the network approaches bespeak editorial independence in themselves. If the FCC were to adopt procedures covering the same area, it would be imposing inflexible restraints of the kind the First Amendment was written to prohibit.

Whatever broadcasters choose to do about covering those in and out of power, they must never yield their rights to do the choosing, unless they wish to demote themselves from journalists to messengers.

## Honest appraisal

Herbert Sharfman, a scholarly FCC hearing examiner, deserves a citation for courage.

As reported last week, Mr. Sharfman recommended that the FCC renew the licenses of WCCO-AM-TV Minneapolis without the hearing that the commission itself had initiated.

Mr. Sharfman clearly told the FCC that a hearing would not produce facts so prejudicial to the licensee as to justify a formal hearing that would be "protracted, futile and inevitably expensive".

The WCCO proceeding was contrived on tenuous legal grounds from the start. If a poll were taken among broadcasters for the best operated stations in the country—both radio and TV—the WCCO stations would be in the top five, in all categories.

The FCC should adopt the Sharfman recommendations, give the examiner a merit award for saving the taxpayers money, and thus restore some measure of confidence in the doctrine of fairness as it applies to the FCC itself.

## Another flaw

Many independent television producers are vocally on record against the FCC's rule cutting network TV programming back to three hours a night. They reason that instead of helping them, as the commission majority thinks it will, the rule will hurt them. They argue that stations cannot afford new syndicated programs of prime-time quality and that the rule's net effect for producers/syndicators will therefore be simply to reduce their network-sales potential by approximately a half-hour per network per night.

We offer this recitation not as news but as background against which to suggest a subtler reason for producer/distributor concern. This is the prospect that the networks may produce more and more of their own shows.

Independent producers/distributors have noted a trend in this direction, citing one instance after another in which this or that network has introduced or announced plans to introduce programs, not only in prime time but in daytime

and weekend periods, that are produced by the networks' own staff or by independent producers under network contract. Nobody seems to be making a loud issue of it—although Screen Gems in its FCC filing scored the rule's foreign-syndication provisions as an invitation to greater network production—but the obvious fear is that the independents' market potential is in danger not only from the three-hour rule but from displacement by network-produced programs.

The FCC majority failed to make a case for the theory that the networks favor programs in which they own interests or have syndication rights, or for any reason other than the programs' presumed audience appeal. Indeed, the weight of the evidence contradicted that theory. The point is that the majority's reasoning in this case, obviously botched from the beginning, has been shown faulty on still another score.

That is just one more reason the rule should be reviewed, rescinded and forgotten. It accomplishes its objective only to the extent that it hurts the networks, and it succeeds in that respect only by also hurting those it purports to help. What sort of batting average is that?

## When, Mr. President?

Barring the unexpected, tomorrow (June 30) will come and go with a lame-duck member—Kenneth Cox, Democrat—serving on the FCC after his term will have expired. And the agency will still have four Democrats and three Republicans a year and a half after the Republicans took over the national administration.

Somehow a lag develops on FCC nominations, whoever is President. It happened several times during the Johnson tenure, and it has happened under President Nixon on the three vacancies he has had to fill, including the Cox slot.

Without going into the merits of those presumed to be under consideration, it is to be hoped that President Nixon will make his selection soon—in fairness to all concerned. Moreover, it is to be hoped the appointment or appointments will be on merit rather than for patronage. The FCC is too sensitive an agency to be subjected to political log-rolling. There's a deplorable record on "oversight" cases to prove this.



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