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July 13, 1970: Our 39th Year: \$1.00



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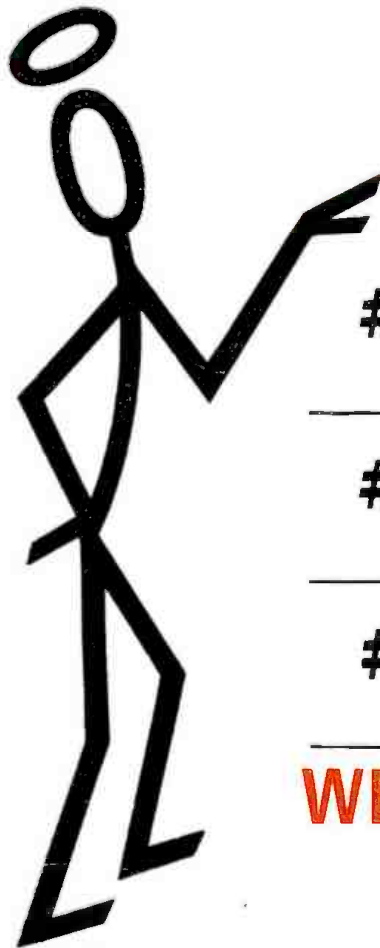
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The wild outburst of demands for political time. p19
There may be a cooling-off period at the FCC. p32
Memphis TV stations face renewal challenge. p34
CBS decries BMI's fixed rates for music. p42

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BASEMENT



THE Saint

#1 NEW YORK, WNEW-TV, Ind. Rating: 10.6
Early evening • Weekly, Sun., 6-7 p.m. Share: 25

Source: Arbitron, Sun., May 3. Subject to qualifications.

#1 EL PASO, KROD-TV, Network Affil. Av. Rating: 19
Afternoon—Stripped, Mon.—Fri., 2:30-3:30 p.m. Av. Share: 48

Source: Overnight ARB Coincidental, June 15-19. Subject to qualifications.

#1 PHOENIX, KOOL-TV, Network Affil. Rating: 16
Prime Time—Weekly, Sat., 8:30-9:30 p.m. Share: 36

Source: Overnight ARB Coincidental, Sat., May 16. Subject to qualifications.

**WHEREVER SLOTTED THE SAINT
COMES UP #1**

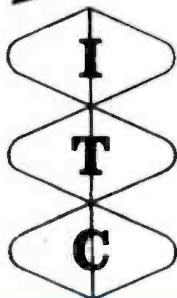
Additional market details upon request.

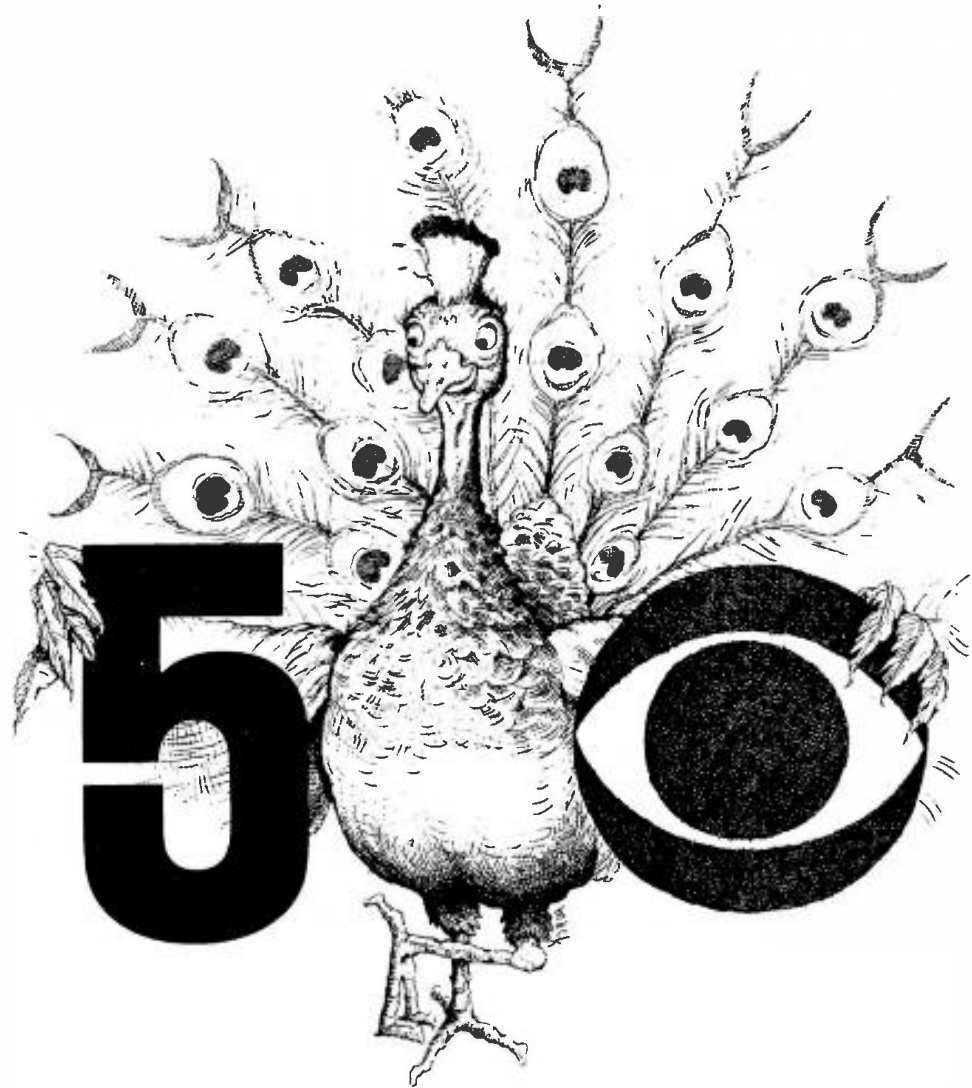
STARRING **ROGER MOORE** CREATED BY **LESLIE CHARTERIS**

114 HOUR EPISODES

INDEPENDENT TELEVISION CORPORATION 555 Madison Avenue, N.Y., N.Y. 10022

(212) 755-2100





THE BIG THREE STICK TOGETHER.

WNEW-TV AND NBC ARE TIED FOR FIRST IN NEW YORK HOUR NEWS PROGRAMS.
CBS IS THIRD.

NBC IS FIRST IN NEW YORK LATE NEWS PROGRAMS.
CBS IS SECOND.
WNEW-TV IS THIRD.
(AND CLOSING FAST ON CBS)

SORRY, ABC

WATCH A WINNER.
THE 10 O'CLOCK NEWS
WNEW-TV

5

METROMEDIA TELEVISION

AUDIENCE DATA IS BASED ON ARB ESTIMATES FROM THE MAY, 1970 REPORT.
THIS DATA IS NOT ACCURATE TO ANY PRECISE MATHEMATICAL DEGREE AND IS SUBJECT TO QUALIFICATIONS WHICH CAN BE OBTAINED UPON REQUEST.

Nobody makes “band-aids.”

(Not even Johnson & Johnson.)

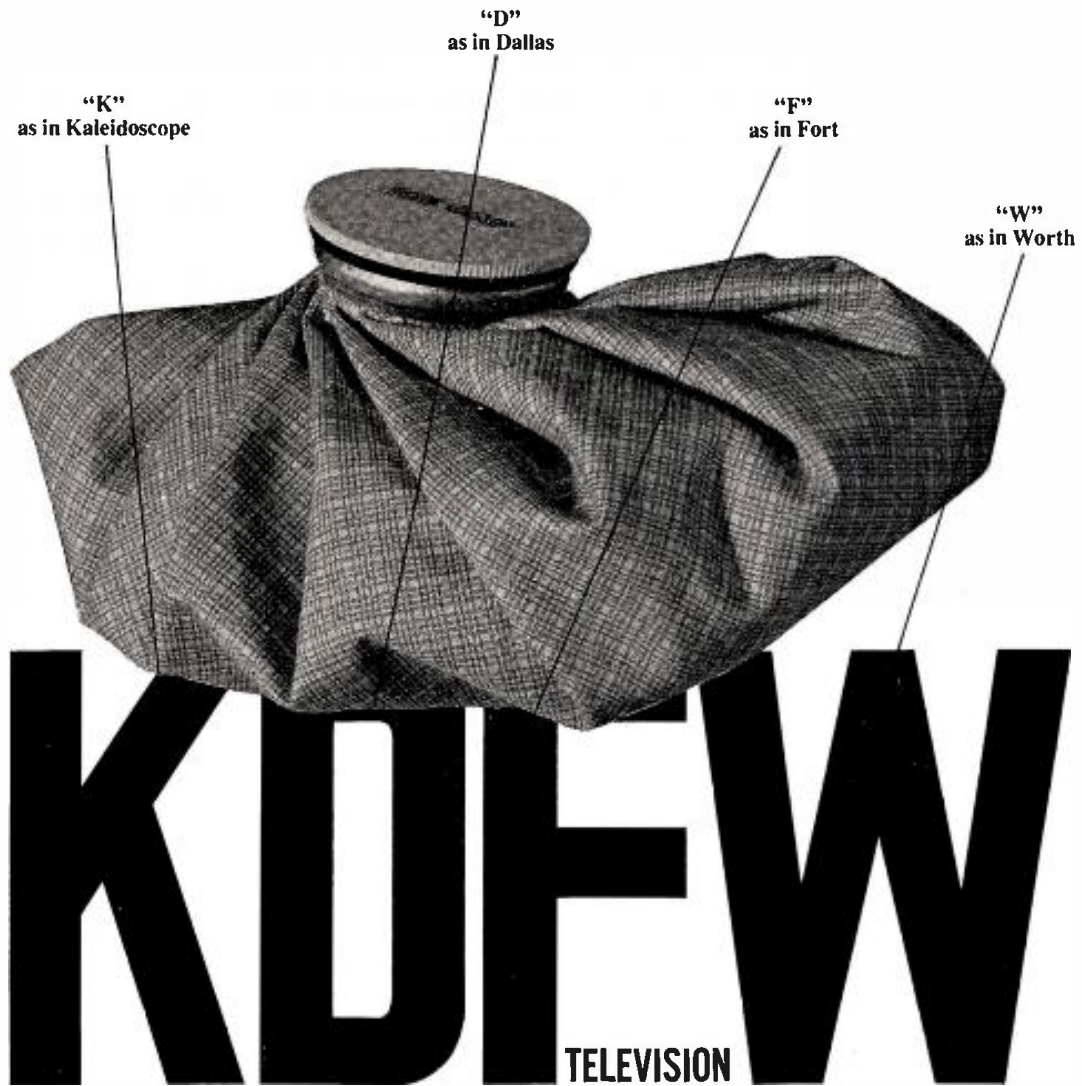


Lots of people make adhesive bandages. So, everyone puts a brand name on his product. BAND-AID is the brand name for the adhesive bandages Johnson & Johnson makes. That's why, when you mean our bandages, please say BAND-AID Brand Adhesive Bandages. Because nobody makes "band-aids," not even Johnson & Johnson.

© Johnson & Johnson 1970

A name change is a painful thing... but KRLD-TV is now KDFW-TV

Thanks for suffering with us.



We've changed our name because of FCC regulations, but only the name is changed. We're still channel 4. We're still CBS. We're still the No. 1 station in the market.

KDFW-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Brighter day

Network-TV sales for fall season are looking up. Network and agency sources alike report that fourth-quarter sales slowdown apparent last couple of months seems to have been broken, possibly—though no one says so officially—because of some adjustment in original asking prices. Estimates of current levels of fourth-quarter sales vary from about 80% to 90%, but there seems to be growing assurance that fourth-quarter will be virtually sold out “at reasonable prices.” Contributing to confidence: Sales levels thus far have been achieved without much help from automotives, holding back because of strike threat. Sold-out status of third quartered means some money that would have been spent in August-September will be spent in fourth quarter instead. There’s new talk of last-minute splurge by cigarette advertisers.

Concern now appears to be centered on first quarter of 1971, partly because cigarettes will be completely out then, partly because advertisers generally are still reluctant to commit so far ahead. Agency network-watchers estimate that on three-network basis, first quarter is about 40% sold, but with much of that business on cancellable basis. Broadcasters may take some hope from leading broadcast economists who feel that general economy has just about bottomed out and will be moving in right direction—though with what rapidity they can’t say.

Transom open

Nor sitting beyond expiration of his term (June 30) while Nixon administration delays decision on successor, FCC Commissioner Kenneth A. Cox has told friends he will make decision on future connection within three or four weeks. At least two offers from Washington law firms are known to interest him. Association with Western Union (“Closed Circuit,” June 22) is not ruled out. He has agreed to talk about still other prospects before making up mind.

Double trouble

Joint meeting of overseas carriers, Communications Satellite Corp., FCC and three TV networks is set for this week or next to consider NBC complaint that it got short end of deal two weekends ago when it was scheduled to carry finals of world tennis championships from Wimbledon, England. One of two Atlantic satellites failed that day, so NBC got only 18 minutes of first

match, but whole hour of second match, via double hop to satellite over Indian Ocean to Australia, to Pacific satellite to U.S. Remaining operative Atlantic satellite was used to carry voice and data circuits. What galls NBC is that its TV order was given no priority over Atlantic satellite that remained in service, and that it is now being charged for longer route.

Reconnaissance

Chicago attorney Richard E. Wiley declines to comment on speculation he is to be new FCC general counsel (see page 34). But his presence at commission on Monday (July 6) during quick Washington visit spoke for him. Mr. Wiley, passing through town with his family on way home from Florida motor trip, reportedly saw Chairman Dean Burch, then dropped in on man now occupying general counsel’s office, Henry Geller. Mr. Geller reportedly suggested background reading, told Mr. Wiley he would be inheriting good staff, and in general made it clear every effort would be made to assure easy transition of duties to new general counsel.

Reverse flow

U.S. syndicators of TV programing abroad are heartened by growing market and rising prices in Japan for American-made feature films. Intense interest is reported for late-vintage features by various Japanese networks, with prices ranging from \$5,000 up to \$18,000 per picture under four-year license for three showings. Though Japanese viewers always have liked U.S. features, development of strong market has been held back until recently by lobbying of Japanese theater interests. Lobbying has abated somewhat, perhaps because broadcasters seemed increasingly determined to slot American films.

Policy sticks

Broadcasters are expected to get bit of comforting news out of FCC this week—announcement that commission is denying petitions for reconsideration of policy decision giving edge to incumbent licensees who are challenged at renewal time. Petitions for reconsideration—filed by Black Efforts for Soul in Television and Citizens Communications Center among others—were reportedly denied last week on 6-to-1 vote, with Commissioner Nicholas Johnson lone dissenter.

Jan. 15 policy statement which had effect of junking WHDH-TV Boston case

as precedent in such matters, says commission, will favor renewal applicants over rivals if he can show he has “substantially” served needs of his area.

At second glance

CBS’s plan for dealing with FCC rules requiring networks to get rid of their program-syndication and CATV businesses may not prove to be wonder worker it appeared at first blush. Plan calls for CBS to dispose of its syndication and CATV activities to CBS stockholders in separate company whose stock would be publicly traded (BROADCASTING, July 6, see also page 38). But while industry observers marveled at plan’s ingenuity, some commission officials raised questions as to whether plan would in fact enable CBS stockholders to gain benefits of syndication and CATV businesses without violating commission rules.

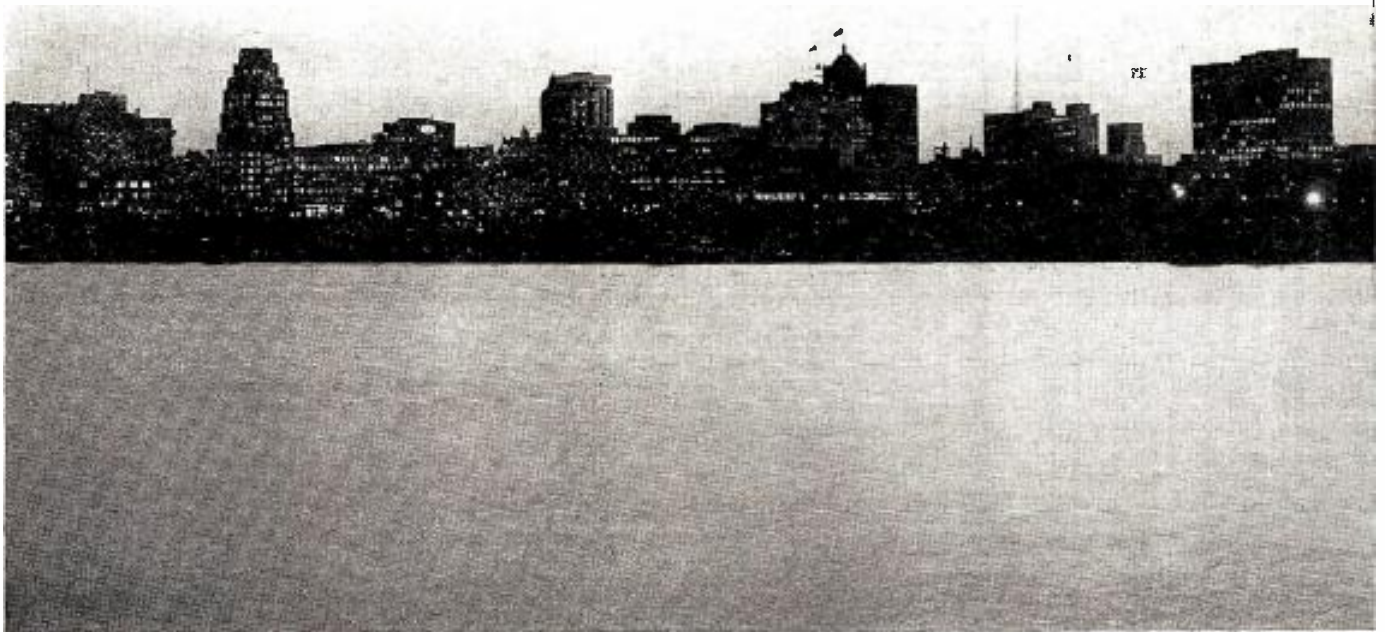
Officials wonder whether commission could go along with independent-company ploy if there were continuing close relationship between new company and CBS, particularly if top CBS executives William Paley and Dr. Frank Stanton occupied permanent positions in both. However, commission will not be able to review matter until details of new company, including roles of Messrs. Paley and Stanton, emerge; and that won’t happen until Internal Revenue Service, now reviewing those details, issues ruling.

Branching out

As start of expansion into international area, TelCom Associates, New York, is understood to have signed its first overseas clients, Mexican Radio and Television (ch. 13) in Mexico City and Associated Broadcasting Corp. in Manila, which operates groups of English-language stations there. TelCom, which serves as TV program buyer and consultant for TV stations in U.S. and grew out of former TV Stations Inc. is out to get large number of overseas clients and hopes to sign stations throughout Latin America in next few weeks.

On location

Setting up what reportedly would be first workshop ever on Indian reservation—probably in Arizona—to train TV cameramen tops agenda of Community Film Workshop Council, New York, for fall. Plan for Indians, part of council’s minority-group training program, hinges on final ok—expected this week—of \$675,000 Office of Economic Opportunity grant for coming year.



Now watch! WISN-TV, Milwaukee has appointed Blair Television.

Dynamic WISN-TV, a CBS affiliate, creates most of the real action in the nation's 11th largest city. Famous for great beer, Milwaukee also makes vast numbers of engines, heavy industrial appliances, electrical and electronic guidance systems, and precision instruments. In 2400 factories that also produce the remarkable prosperity of the area. (Almost 2½ billion in retail sales last year.) And now superbly equipped WISN-TV, owned by The Hearst Corporation, has appointed the nation's leading broadcast representative John Blair & Company. When you want to know what's really brewing in Milwaukee, ask your Blair man.



BLAIR TELEVISION
A Division of John Blair & Company

Fairness doctrine comes of age 21 years after adoption as Democrats, Republicans, liberals, conservatives, hawks and doves draw battle lines after loyal opposition gets free ride on CBS. Who will be next? See . . .

Wild outburst of political demands . . . 19

Fairness doctrine crisis flares in California as Democrats charge 37 broadcast outlets with denying them meaningful opportunity for rebuttal of statements made by Governor Ronald Reagan. See . . .

Fairness erupts in Coast campaign . . . 26

FCC tells KCOP(TV) Los Angeles that content of two programs it broadcast constitutes advertisement for sponsor and should be logged as such. The Homestead, producer and sponsor, plans changes. See . . .

FCC raps content on KCOP(TV) . . . 28

In wide-ranging news conference held last week, FCC Chairman Dean Burch concludes that agency has perhaps been hyperactive since his advent and in need of ministering to its own administrative needs. See . . .

Cooling-off period at FCC? . . . 32

Imminent changes in key FCC staff positions—Broadcast Bureau chief and general counsel—are confirmed by Chairman Dean Burch. Likely newcomers: Lawyers Francis R. Walsh, Richard E. Wiley. See . . .

Wiley and Walsh: Burch's choices . . . 33

Negro community organizations push right on for black programming and jobs asking FCC to deny license renewals for Memphis stations WREC-TV, WHBQ-TV and WMC-TV, but commission rules pleas are too late. See . . .

Memphis stations challenged—anyway . . . 34

Applications for transfer of five of nine stations involved in \$110-million Triangle-Capital Cities transfer deal are filed with FCC, along with Capcities' applications to sell three of its own TV stations. See . . .

FCC gets Triangle-Capcities package . . . 36

Head of former right wing-oriented WXUR-AM-FM Media, Pa., plans to appeal FCC's landmark decision revoking stations' licenses citing freedom of speech; hopes for favorable ruling from higher places. See . . .

What now for Carl McIntire? . . . 41

CBS versus BMI war still rages as BMI wants interim fees equal to 70% of what CBS pays ASCAP; CBS claims BMI is restraining trade and could become "defendent to an antitrust action." See . . .

CBS decries BMI fixed rates . . . 42

Broadcasters assail FCC action permitting land-mobile sharing of some UHF frequencies, arguing commission ignored evidence that alleged spectrum crowding was largely due to inefficient use of existing space. See . . .

FCC is asked to review sharing . . . 52

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Broadcasting

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YOU'RE LOOKING AT THE WORST POLLUTORS IN AMERICA.

Power companies, automobile manufacturers, and industry in general usually get blamed for pollution.

But in reality there's somebody who's even worse. The middle class American.

And in our 3rd special on pollution, "THE WAY WE LIVE," you'll see why. The program shows how the life of the typical middle class American is respon-

sible for destroying our air, land and water. To such a degree that if left alone he could kill all of us.

But we do more than just tell you what chaos we're facing. We show you what can be done to set things right.

"THE WAY WE LIVE" is one of the four ecology specials in our "GIVE EARTH A CHANCE" series.

They are among the 52

prime-time specials we'll be presenting each week on our five television stations throughout 1970.

Group W's Urban America Unit produced this particular special because pollution isn't just a problem for some people.

It's a problem for everybody.

GROUP

W WBZ-TV BOSTON · WINS NEW YORK
 KYW-TV PHILADELPHIA · WJZ-TV BALTIMORE
 KDKA-TV PITTSBURGH · WQOW FT. WAYNE
 WIND CHICAGO · KPIX SAN FRANCISCO · KFWB LOS ANGELES
 WESTINGHOUSE BROADCASTING COMPANY

Music decision promised

Decision on Broadcast Music Inc.'s motion to require CBS-TV to pay it interim rates equivalent to 70% of what CBS-TV pays American Society of Composers, Authors and Publishers will be made before end of July, Judge Morris E. Lasker of U.S. Southern District Court in New York said Friday (July 10).

He set that target after hearing attorneys for CBS, BMI and ASCAP argue BMI motion and CBS's counter offer to pay BMI on same rate schedule that BMI uses in distributing royalties to BMI affiliates (see page 42). Judge Lasker gave attorneys until Wednesday (July 15) to file additional papers.

Any interim fee that may be set would be in effect pending outcome of CBS suit demanding BMI and ASCAP licenses allowing CBS-TV to pay for music on per-use basis.

Balance is better: Klein

Herbert G. Klein, communications director for Nixon administration, said Friday (July 10) that independent judgment of broadcast newsmen is better vehicle for achieving balanced coverage than rash of reply-time broadcasts such as last week's "loyal opposition" address (see page 19).

In making remarks to National Broadcast Editorial Conference in Park City, Utah, Mr. Klein also threw in statement calculated to tantalize broadcasters—that repeal of Section 315 might be best approach to whole problem—but he did not elaborate and could not be reached for comment at end of last week.

Mr. Klein continued attack on CBS's grant of time to Lawrence F. O'Brien for political talk. Contrary to prevailing assumption, he said, President Nixon has actually been on television fewer hours than John F. Kennedy in comparable period, and is not really making unprecedented use of television, as critics claim. He said President has been on TV 13 hours, while late President was on 23 hours.

Communications director also said he expected more televised news conferences than have been held in this administration, and said he expects President to conduct more such conferences in near future.

In another speech to same gathering Senator Alan Cranston (D-Calif.), one of leaders of fight to gain more reply time for antiwar senators, lashed out at administration for "using television only

as tool to advance administration policy." He said broadcast journalists should help balance scales by expanding their news operations with enlarged news programs, increased commentary—particularly at local level—and thorough analysis of presidential speeches.

Senator Cranston also expressed support for legislated protection of news sources—idea embodied in Newsmen's Privilege Bill, which has been introduced in both houses. And he went beyond pending proposal into open House committees to television and radio by contending that both floor debate and committee sessions, in both houses, should be open to broadcast coverage.

CBS reply coming

CBS spokesman said Friday (July 10) that answer would be given "in due course" to Rogers C. B. Morton (R-Md.), GOP national chairman, on his demand for free time to answer free-time broadcast by Democrats (see page 19).

Spokesman also thought President Frank Stanton's Utah speech Friday (see page 23) could be construed as containing "implicit reply." Mr. Morton had been quoted as threatening to sue CBS if it did not answer his demand promptly.

Goldberg for Sternbach

Promotion of Ralph Goldberg to succeed Paul N. Sternbach as CBS general attorney, governmental affairs section, is due for announcement today (July 13).

Mr. Goldberg has been deputy to Mr. Sternbach, designated last week to be vice president and general counsel of new company into which CBS plans to spin off its CATV and syndication operations (see page 38).

FCC being kept informed

Broadcast and newspaper groups opposing FCC's proposal to break up multimedia holdings within markets have agreed to keep commission advised of progress of research they are doing on subject.

Representatives of committees of National Association of Broadcasters and American Newspaper Publishers Association that have been formed to oversee groups' respective research projects agreed to that procedure at FCC Chairman Dean Burch's suggestion, it was learned Friday (July 10).

It's understood that groups do not regard agreement as limiting freedom in

fashioning research projects. "We'll be glad to listen to the staff's comments on our plans, but we will do what we want to do," said broadcast industry representative.

Chairman Burch's suggestion made in meeting with NAB and ANPA representatives on Tuesday, anticipated commission letter to 10 broadcast licensees who had petitioned commission to establish task force composed of commission and industry representatives to supervise research on one-to-market proposal. Commission rejected suggestion, but offered to make staff available for consultation on industry-sponsored studies (see page 39).

Among those meeting with Chairman Burch were for NAB, Vincent Wasilewski, NAB president; Douglas Manship, WBRZ(TV) Baton Rouge, La., chairman of NAB committee on multimedia rule; and Lee Loevinger, special counsel; and, for ANPA, Stanford Smith, manager; and Donald C. Beelar, counsel.

API chooses Burnett

American Petroleum Institute, New York, picks Leo Burnett Co., Chicago, to develop proposal for informational and educational advertising program to be considered this fall by officials of trade association.

Burnett was chosen after committee headed by Huddick C. Lawrence, Continental Oil Co., had interviewed number of agencies. Burnett is strong broadcast agency, especially TV.

Movielab reports loss

Movielab Inc., New York-based film processor, with another plant on West Coast, at annual stockholders meeting Friday (July 10) reported loss of \$2.65 million, or \$1.80 per share, for 1969. Saul Jeffee, president, blamed poor year on "slump in major film production and the general economy." First and second-quarter 1970 results were not reported.

Besides printing and processing feature films for such production houses as Paramount, Screen Gems and ABC, Movielab is said to handle 60% of all TV commercials and 11 to 13 hours of prime-time TV shows. Mr. Jeffee also noted that poor business conditions in 1969 resulted in re-runs of old commercials with fewer new TV spots produced by many advertisers.

For year ended Dec. 29, 1969:

	1969	1968
Net income (loss)		
per share	(\$1.88)	\$0.25
Net sales	18,475,358	9,892,250
Net income (loss)	(2,654,918)	352,586

Week's Headliners



Mr. Reel



Mr. Fries



Mr. Ringquist

A. Frank Reel, executive VP and chief operating officer of Metromedia Producers Corp. since last January, appointed president of company, subsidiary of Metromedia Inc., with headquarters in New York. **Charles Fries**, senior VP of MPC since last April, named executive

VP in charge of production division, Hollywood. **A. Lennart Ringquist**, who has been executive VP of Metromedia Program Sales, appointed executive VP of MPC but will continue to direct worldwide sales activities of MPS, stationed in New York.

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

Kid specials planned

NBC-TV is scheduled to announce today (July 13) plans for eight one-hour Saturday morning specials for children next fall—one per month—beginning with puppeteers Paul and Mary Ritts' production, *For the Love of Fred*, story of caterpillar who can't remember how to make cocoon, on Sept. 26, 11 a.m. to noon.

Announcement due from George Heinemann, vice president, children's programming, NBC-TV, who last week at special conference on films and TV for children in New York, pledged continued emphasis on children's programming by NBC (see page 46).

President had 75 share

Three-network presentation of *Conversation with the President* on July 1 (10-11 p.m. EDT) attracted almost three-fourths of TV viewing audience in 70 cities covered by A. C. Nielsen Co.'s multi-network-area report, out Friday (July 10). MNA showed combined rating of 34.0 with 72% share of audience.

By network, report gave NBC-TV 12.8 rating and 27 share for hour; CBS-TV 12.4 and 26, ABC 8.8 and 19. Earlier New York overnight ratings gave program approximately half of audience (see page 21).

Firestone charged by FTC

Federal Trade Commission Friday (July 10) charged Firestone Tire & Rubber Co., Akron, Ohio, with false advertising and deceptive pricing and savings claims on Firestone tires.

Action gives Firestone 30 days to

respond before public hearing is convened to consider charges.

Proposed complaint was issued against Firestone last December giving company chance to dispose of matter by consent judgment—which imposes no guilt but requires company to cease practice in question.

FTC charged that Firestone falsely advertised that its tires were significantly reduced from regular prices and that purchasers were assured of getting defect-free tires, safe under all conditions of use. Among nationally-distributed advertising complained of by FTC was one stating: "The safe tire Firestone, when you buy a Firestone tire—no matter how much or how little you pay—you get a safe tire. Firestone tires are custom built one by one by skilled craftsmen. And they are personally inspected for an extra margin of safety. If these tires don't pass all of the exacting Firestone inspections, they don't get out."

Commission also said that Firestone falsely advertised that it had established through adequate scientific tests that company's Super Sports wide oval tires could stop any car 25% quicker under typical road and weather conditions than other manufacturers' tires of like construction.

FTC also alleged that use of name "Safety Champion" created false impression that line of tires was safer by virtue of superior construction than any others.

After consideration of charges in full hearing of five-member commission, FTC may dispose of complaint or issue order that Firestone "cease and desist" from alleged illegal practices. Compa-

ny could appeal to court.

Commission set August 17 for hearing before hearing examiner that may initiate lengthy legal proceedings.

Firestone issued immediate statement denying accusations and disputing all charges in complaint. It suggested charges relating to safety of its tires "simply show the commission's lack of knowledge and experience on the subject of tires and tire safety."

Gentry moves up

Stephen Gentry, associate director of program development for CBS-TV in Hollywood, has been named director of program development, same city. He will report to Alan Wagner, vice president-program development.

Calls for economic study

Senator Lee Metcalf (D-Mont.) has called for Senate special investigation of what he calls increasing concentration of economic power and financial control in major U.S. industries, including broadcasting. He cited concentration of TV and radio networks and news services as examples. Metcalf resolution provides for 11-member committee to submit final report by Jan. 31, 1973.

Grant made to KQED(TV)

San Francisco noncommercial, educational TV station, KQED(TV), is going to receive \$100,000 grant from National Endowment for the Arts, Washington, for purpose of filming documentaries of projects being underwritten by foundation to be distributed to TV stations, schools, libraries and other interested groups.

Grants totaling \$900,000 have been issued to place professional artists in performing and teaching roles in elementary and secondary schools during coming year.

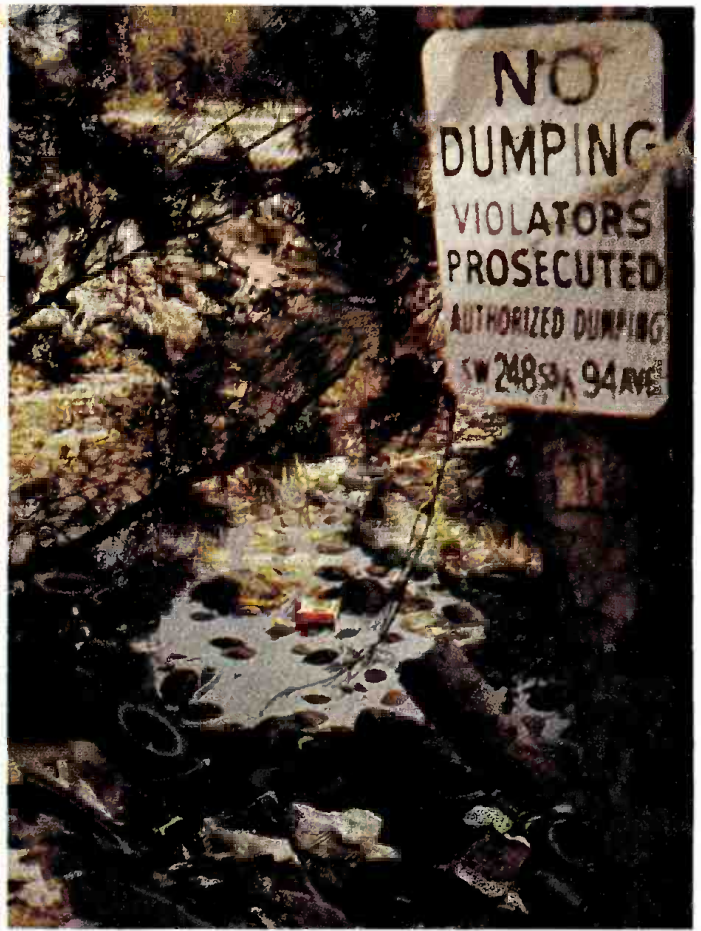
Program is expansion of previously-announced, \$1-million Office of Education program under Education Professions Development Act to develop arts-centered curricula and teacher training in five schools.

Program announced last week will be tested in 26 states.

Grants went to state arts councils principally for work in visual arts, dance, poetry, theater and music.

Labunski named to IRTS unit

Stephen B. Labunski, managing director of WMCA(AM) New York and one of directors of Straus Broadcasting Group, has been appointed general chairman of radio commercials workshop of International Radio and Television Society. Workshop will be held October 20 at Waldorf-Astoria in New York, from 9 a.m. to 2 p.m.



“Beside the still waters...”

Storer stations are stepping up their fight against those who would despoil the quiet beauty of America's inland waters. In Toledo, WSPD-TV climaxed an intensive anti-pollution campaign with a special documentary featuring Interior Secretary Hickel, followed with a three-hour live presentation of his Department's hearings on Great Lakes pollution. Sister station WSPD Radio drew down a top award for its editorial attacks on dredge-dumping of contaminating materials in Lake Erie. In Cleveland,

WJW-TV and WJW Radio cooperated in publicizing the city's Clean Water Task Force in its massive attack on water and sewage problems, editorially promoted passage of a \$100-million bond proposal designed to solve them. Detroit's WJBK-TV aired excerpts from, and commended a four-day ecological "teach-in" at the University of Michigan, actively encouraged other faculty and student environmental programs. WITI-TV, Milwaukee, after award-winning documentaries on pollution in Lake

Michigan, broadened its attack to include the fouling of Wisconsin's scenic rivers as well.

Such efforts as these, under guidelines laid down for all Storer stations, take a lot of doing. But the rewards are great—in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."

MILWAUKEE WITI-TV	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV
NEW YORK WHN	LOS ANGELES KGBS	CLEVELAND WJW	DETROIT WDEE	TOLEDO WSPD	MIAMI WGBS



M&H

"ARE THINGS GETTING TOUGH?"

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can't all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these "estimates" tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That's our problem. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

M&H

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Television & Advertising Consultants

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

Datebook®

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

■ Indicates first or revised listing.

July

July 12-15—Annual executive conference of *New York State Broadcasters Association*. Chief topic: "How to cover narcotics addiction and drug abuse." Cooperstown, N.Y.

July 12-17—*Eastman Kodak Co.* workshop at Hartford, Conn. Sessions planned to study techniques of newsfilm photography. Other workshops scheduled at later dates in Atlanta, Oak Brook, Ill., Rochester, N.Y. For information, write: 343 State Street, Rochester 14650.

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 23—Public hearings on proposed extended franchises for Cable TV to Manhattan Cable Television and Teleprompter held by *New York Board of Estimates*, New York City.

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 other locations, St. Louis.

■Aug. 2-7—Ninth International Congress on High-Speed Photography of *Society of Motion Picture and Television Engineers*, Denver Hilton hotel, Denver.

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 story-

boards, 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—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

■Sept. 15—Deadline for comments on *FCC's* proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

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. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*, Airdort Marina, Los Angeles.

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.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.

Sept. 23-25—Technician orientation program on the use of C-COR equipment, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108, (817) 244-3699.

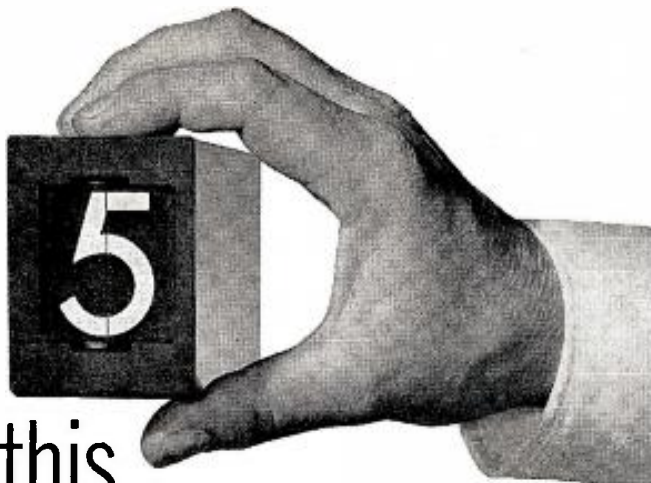
■Sept. 24-25—Annual broadcast symposium, *Group on Broadcasting of Institute of Electrical and Electronic Engineers*. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222-47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

■Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

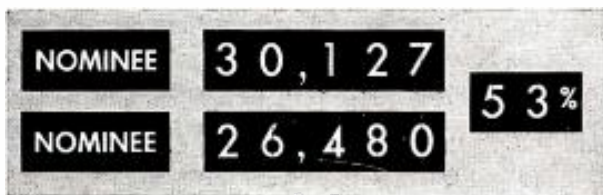
October

Oct. 1-2—Fall meeting of *New York State*

Look what your cameras can do with display units like this



CBS Laboratories' Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!



ELECTIONS—No contest.

These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.



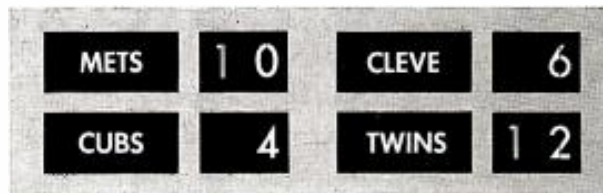
STOCK REPORTS—Excellent for the long pull.

Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.



WEATHER—Cool operation.

Only 2.7 watts required per unit, with no power between post-ings. Glare-free even under the strongest lighting conditions.



SPORTS—An easy set-up.

Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races, or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don't take our word for it. Write or call us collect. (203) 327-2000, and let us show you.



This year the most important selection of your collection is at CBS Laboratories! Order now to be sure your system is installed in time.

PROFESSIONAL PRODUCTS

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc. 227 High Ridge Road, Stamford, Connecticut 06905

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

Cable Television Association. Agenda and location to be announced.

Oct. 2-4—West central area conference of *American Women in Radio and Television.* Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television.* Syracuse motor inn, Syracuse, N.Y.

visual Communications Conference. Theme of program is Audio-visual communications in the '70's. Sheraton Park hotel, Washington.

■Oct. 6—Public hearing of the *Canadian Radio-Television Commission.* Hotel Bonaventure, Montreal.

■Oct. 12-13—Meeting of Midwest chapter, *...*

MondayMemo

from Draper Daniels, chairman, Draper Daniels Inc., Chicago

What it takes to separate creative men from the boys

Never before in the history of advertising have so many paid lip service to creativity without knowing quite what they were talking about.

I am not alarmed by the long hair and whiskers affected by young copywriters, producers or aging account men to prove that they are true believers who worship at the shrine of creativity. But I feel the cold sweat of a sagging economy and I feel that we are seriously in need of less pseudo tribute to creativity and a more widespread practice of creativity in depth.

The 1970's are starting off with signs of sales sickness. So far it's nothing that can't be cured.

But if we expect America's marketing malaise to yield to a superficial slobber of slogans, we are due for a belt in our budgets. Marketing problems will no more respond to wishful thinking and slick talk than will the more serious social, ecological and political problems.

Too many so-called creative people are concerned more with being with it than with being ahead of it, more anxious to fit in than stand out and more interested in putting on than putting out.

The look of creativity may have been enough in the seller's market of the 1960's with its bulging budgets. It will fall flat on its declining assets in the buyer's market of the 1970's.

Will most advertising return to the good old days, so called? No.

I have just finished an intensive review of advertising in the 1930's and, believe me, advertising today is far better. There is more freshness, candor and realistic person-to-person communication in our commercials and ads.

But advertising must be a great deal better than it is if it is to be a major force in helping this decade get off the ground. To begin to turn out campaigns that will help build a sales surge, we need to remind ourselves why clients spend money to advertise.

It isn't to make someone smile and say: "What a clever commercial." And it isn't to call attention to the brilliance of the creative people who made the spot.

Rather it is to make something happen in the marketplace. It is to turn a

Some may say this is an unfair burden to put upon advertising. Suppose it is a lousy product? That's a fair question.

But I say that if the product is lousy, you shouldn't take on the job of advertising it. I also contend there really are not many lousy products today.

Your commercial, however, can make a customer feel that a good product is lousy if it promises more than the product can deliver. Truth in advertising is not only good ethics; it is good business.

Obviously advertising must have more than truth going for it if it is to make things happen in the marketplace. Despite vivid exceptions, such advertising is rarely the result of a quick flash of inspiration.

It begins by knowing what you have to sell and, more important, knowing the people to whom it must be sold. Then and only then can you start to effectively communicate, which is the basis of effective selling.

The student demonstrator who refers to policemen as pigs makes no progress toward persuading the police to behave more like understanding human beings. The right-wing proponent who refers to the militant young as bearded freaks is hardly paving the way toward effective communication. Yet both hear their remarks greeted with thunderous applause—from those who share their prejudices.

They are not looking at the problem from the customer's side of the counter. The most effective advertising is done by those who sit down and listen before they stand up and talk.

This means that in-depth creativity should start with sound market and consumer research when needed. Only

when we know the facts can we build a creative strategy on those facts. Only when we have devised our strategy can we bring it to life with the fire of creativity, a fire directed like a blowtorch at prospects instead of a pretty light for the public at large.

No matter how soundly we plan or how brilliantly we execute, we still won't get the most sales for our advertising dollar unless media people also are creative enough to see beyond the clutter of figures to select the media plan that reaches the greatest possible number of prospects at the lowest cost.

I suspect we are going to need a revival of both creative and market research. Both were born as a result of the stern demands of what we oldsters refer to as the Great Depression. But creative research, particularly, has tended to stagnate during the last 30 years of affluence.

Research that began as a tool to improve the creative product degenerated into a competitive scorecard, used too often as a sales tool by agency new-business men rather than as a tool to help build better advertising.

Unless creative people and research people start communicating with each other in the 1970's, they will encounter unemployment together.

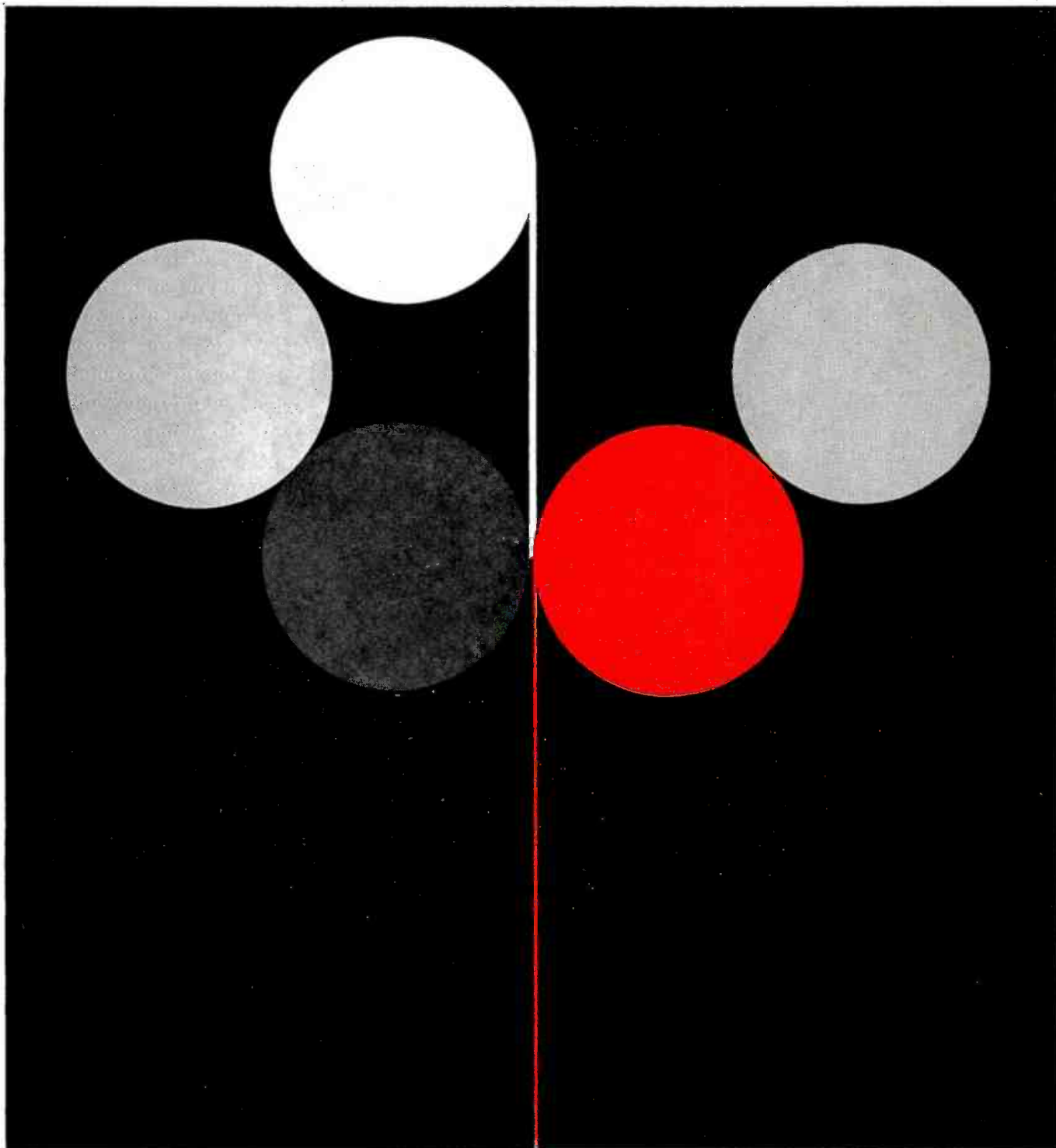
I believe also that the social climate of the 1970's will demand a new morality in advertising: a morality that is based not on "what can we get away with", but on "what is good for our clients and our customers."

Finally, I also believe that the 1970's will provide the sternest test of the effectiveness of advertising since the start of World War II. Passing that test is going to separate the creative men and women from the boys and girls.



Draper Daniels's relatively small agency, successor in 1964 to Roche Rickerd Henri Hurst Inc., in the intervening years has moved more than half its billings into the broadcast media. Mr. Daniels, an advertising veteran who began with Vick Chemical Co. in the 1930's, moved through posts in several top agencies, becoming executive VP in charge of creative services at Leo

On August 3 Broadcasting Goes Web Offset



To better serve our subscribers and advertisers

Broadcasting

Goes Web Offset Monday, August 3.

To accommodate our circulation of 40,000, *Broadcasting*, after 39 years, moves to a high-speed, modern web press. If you are familiar with web offset, we don't need to explain the advantages of this new process. If you are not familiar with web offset printing, you'll see the difference—on August 3. Special note to advertisers and advertising agencies: Specific details of mechanical requirements are available from your *Broadcasting* advertising representative. Or, if your wish, contact Production Manager at . . .
Broadcasting Magazine, 1735 DeSales St., NW.
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Wild outburst of political demands

Hungrily eyeing Democrat's free ride on CBS, politicians of all stripes assert rights to time

The FCC's fairness doctrine was suddenly among the hottest issues in Washington last week. Democrats had used it to take to television in a general attack on the Nixon administration. Republicans were invoking it in an effort to counter or head off the Democrats. Doves and hawks fought over it in their zeal to make their cases to the people. The fairness principle, adopted by the commission in 1949 and steadily expanded since then, had suddenly exploded into a major cause.

The stage was set last month, when Dr. Frank Stanton, president of CBS, announced that his network would furnish free time to the Democratic National Committee, ostensibly to reply to President Nixon's TV addresses. The first such program was broadcast last week, with the party's national chairman, Lawrence F. O'Brien, as the spokesman. Mr. O'Brien wasted no time; the program was an attack on President Nixon and his administration across the board—the war, the economy, civil rights, the environment. It even contained a plea for funds—and

in 15 cities regular commercial spots were run soliciting donations for the Democratic National Committee.

Mr. O'Brien used excerpts of film and video tape of President Nixon's speeches, and rebutted them in his own words.

Dr. Stanton's offer to the Democrats had been challenged immediately by the Republican leader, Rogers C. B. Morton. After the O'Brien show, Mr. Morton fired off a second and stronger protest to the CBS president. Mr. Morton's stance was emulated later in the week by a group of Republican congressional leaders who charged that the program was blatant politicking. Even Herbert Klein, President Nixon's director of communications, downgraded Mr. O'Brien's position on the fairness doctrine.

Mr. O'Brien's response to the Republican anger was to invite them to join him in getting the FCC to rule that broadcasters must provide equal time to the party out of power to answer the President. But virtually at the same time the clamor for equal time to re-

spond to the President was characterized by one of the Democratic leaders in Congress as getting out of bounds. That was the remark of Senator Mike Mansfield (D-Mont.), Senate majority leader. Nobody paid any attention.

Justification for the CBS policies came from Dr. Stanton last Friday (July 10) in a speech delivered to the National Editorial Conference in Park City, Utah.

The power of the President has become so great, Dr. Stanton said, and his right to address the nation virtually at his own terms so accepted that some balance must be provided to overcome what could become a "monolithic" voice on public affairs.

It was for this reason, the CBS president said, that he offered the free time to the Democrats (see story page 23).

Meanwhile, a group of antiwar senators fired off a complaint to the FCC asking that networks and stations be required to furnish them equal time to respond to the President on the Vietnam war, also under the fairness doctrine. Even as they did so, they and



Two broadcasts, six days apart, may turn out to be benchmarks in the dispute over political access to prime time on national television. On Wednesday, July 1, President Richard M. Nixon sat for a 9-10 p.m. Conversation with the President with correspondents for the three television networks, the first live program of its kind. (In picture at left above [l-r] Eric Sevareid, CBS News; Howard K. Smith, ABC News; John Chancellor, NBC News, and the Presi-



dent.) On Tuesday, July 7, by prearrangement, Lawrence O'Brien, chairman of the Democratic National Committee, appeared in a 10-10:25 p.m. program on CBS-TV to make a general critique of the Nixon administration. The title of the Democrats' special (see picture above right) indicated the commitment of CBS-TV to give the party "at least four" similar programs as the "loyal opposition." Within 48 hours Republicans of all shades were clamoring for equal time.



A bipartisan group of 14 senators, represented by (l-r) Senators Charles E. Goodell (R-N.Y.), Harold E. Hughes (D-Iowa) and Alan Cranston (D-Calif.), filed a complaint with the FCC July 8 asking that the networks be ordered

to provide time for presentation of their antiwar views. Citing both the First Amendment and the fairness doctrine, the complaint asked that the commission correct this "serious imbalance in network programing."

others allied with them, were initiating a TV campaign that had as its purpose the rallying of the public to their cause—the amendment to the military procurement bill that would prohibit the spending of any more money for the war after this fiscal year. That campaign is estimated to be budgeted at somewhere between \$200,000 and \$250,000 with the bulk of that money coming from the appearance of antiwar senators in a paid half hour on NBC last May when they appealed for donations that some sources say have totaled \$460,000.

One key element in the antiwar group's plans seems to be the use of TV spots, paid for by money raised in the May appeal, to underwrite further TV commercials not only to persuade the citizenry to support their viewpoint, but also to raise more money to be spent on more TV programs and commercials.

Meanwhile, the House Commerce Communications Subcommittee voted out a political-broadcasting bill that promises radical reduction in the costs of broadcast campaigning for political candidates. The bill—a stiffer version of one already adopted by the Senate—would intensify political influence on radio and TV (for details, see page 24).

The O'Brien appearance on CBS-TV last Tuesday, July 7 (10 p.m., EDT) used the political technique of rebutting the opposition by using its own statements. During his 25 minutes, Mr. O'Brien made comments following the showing of film and tape excerpts of President Nixon, as well as one of Vice President Agnew, run at intervals.

The gist of his comments was promise versus performance.

The Democratic party leader challenged the Nixon administration on the state of the economy, civil rights, the environment, the Indochina war, and the "polarization" of public attitudes.

The program opened with selection from President Nixon's inaugural address, followed by Mr. O'Brien seated before a TV set responding to points made by the President. The remainder of the 25 minutes followed the same format—clips of President Nixon, followed by responses from Mr. O'Brien. The program was entitled "The Loyal Opposition—Part One."

CBS made the 25 minutes available to the Democratic National Committee gratis as part of Dr. Stanton's offer last month that has been interpreted as meaning at least four such programs.

The O'Brien program was followed by a five-minute commentary by CBS correspondents Roger Mudd and Eric Sevareid. The Democrats wanted to buy time to sponsor the program, but CBS declined. The Democrats, however bought time on 15 CBS affiliates in that many markets for 30- and 60-second spots appealing for funds to help the Democrats defeat Mr. Nixon. The Democratic National Committee is reportedly \$9 million in the hole from the 1968 election. This buy cost \$15,000 for the 15 markets, and the spots used are also going to be used in a three-city test that also began last week (see page 22).

The costs to the Democrats of the program was said to be \$10,000, including charges for the use of the CBS facilities and fees to CBS for the film clips.

The O'Brien appearance culminated several months of intensive effort by the Democratic National Committee to secure free time to answer President Nixon's frequent appearances on TV. Last May the Democratic committee asked the FCC to issue a declaratory ruling forbidding stations from refusing to give or sell time to the committee or other responsible entities (BROADCASTING, May 25). This pleading is still pending before the FCC.

The first break in the fairly widespread policy among networks against providing time for such direct political appeals came late last month when Dr. Frank Stanton of CBS announced that the network would provide free time for Democratic spokesmen to appear. Although he did not specify the number of exposures he had in mind, other CBS officials indicated that at least four programs would be carried (BROADCASTING, June 29).

Even before Mr. O'Brien's program was on the air, Republicans mounted a counterattack. Rogers C. B. Morton, GOP national chairman, wired Dr. Stanton complaining of the offer.

Mr. Morton implied that if the CBS offer is "unrestricted," it was "a delegation to the Democratic National Committee of your 'journalistic judgment' under the fairness doctrine." Mr. Morton charged that over the years CBS has argued that there is a distinction between reports made by holders of office and partisan political activities of individuals holding office.

If this were an unrestricted grant of time to the Democrats, Mr. Morton asked, should not the Republican National Committee have equal time?

"We do not seek to deny the access

of any person to time to discuss any issue," he stated. "If in fact the Democratic committee is entitled to time for any purpose, I am sure you would agree that the other major duly constituted political party is similarly entitled to equal time. This also raises the question of possible third parties."

Opposing the concept that a political party is eligible to answer the President, Mr. Morton continued: "Surely you do not believe that a political committee with no official governmental responsibility should be the appropriate political counterpart to the chief executive officer of the United States government. The Congress, of course, is the co-ordinate and equal branch of the government. Under the fairness doctrine, one might argue that the leadership of the Congress could be entitled . . . to offer a reply."

And, Mr. Morton added, disagreement with the President is not the "peculiar province" of one party; both parties in Congress should be given time to discuss issues offered by the President that are deemed controversial.

The day after Mr. O'Brien appeared, Mr. Morton, again in a telegram to Dr. Stanton, went even farther. He said that the format and content of Mr. O'Brien's appearance showed that CBS "has abandoned journalistic judgment and responsibility."

Mr. Morton characterized the program as "an unprecedented, inaccurate, personal attack" on the President, "a mere display of old-line partisan politics."

The Republican chieftain seemed particularly incensed at the use of film clips of President Nixon's acceptance speech, inaugural address and press conferences "which clearly do not come within the fairness doctrine," to which rebuttals already had been donated by the networks, he said. Other film excerpts of presidential addresses might, he said, come under the fairness doctrine.

But even more critical, according to Mr. Morton, was the use of past tapes of the President that were, he said, unquestionably edited for partisan purposes. He also said legal and ethical question were raised by the placement of paid appeals for funds immediately following the CBS program.

Last May, he noted, CBS refused to accept paid spot advertising from "a responsible private group on a current issue of great national significance." He was said to be referring to the "Tell it to Hanoi" committee request.

Mr. Morton protested what he called the confusion over the application of the equal-time rule (Section 315 of the Communications Act). Even Roger Mudd's commentary after the program showed "a clear misunderstanding" of this provision, Mr. Morton said. Presi-

dent Nixon, Mr. Morton noted, is not a candidate.

Angrily, because he had received no response to questions raised in his first telegram, Mr. Morton said: "We insist upon comparable free time on the grounds of the fairness doctrine." And, he concluded, if there were no reply within 48 hours, "appropriate legal action" will be taken "to require your compliance with the law—and to prevent future abuse of your responsibility to the public."

The protests by Mr. Morton were countered on Thursday (July 9) by Mr. O'Brien, who urged the GOP chairman to join the Democrats in the appeal to the FCC for a rule under the fairness doctrine to require broadcasters "to seek out opposition party response" to all presidential broadcasts.

"If the Republicans support our position now," Mr. O'Brien commented, "they will save themselves the problem of having to make the fight a few years from now," when, he said, the Democrats will be in the White House.

Mr. Morton's threat to sue CBS, Mr. O'Brien said, "borders on the absurd."

For 18 months, Mr. O'Brien commented, the Nixon administration has "freely and consistently" taken to the air whenever it had a point of view it wanted to express. And, he added, "I have repeatedly said the President *should* have access to radio and television for messages of national importance." But, he continued, there is an equal need for the major opposition party to have similar access to the air waves to present opposing views. "That was the thrust of our CBS presentation . . . and of Majority Leader Mike Mansfield's economic message on ABC and NBC two weeks ago." On June 24 and 25 both networks gave the Montana Democrat free time to discuss the economy, in rebuttal to the President's talk on the same subject.

Senator Mansfield last week, however,

Half view other fare

The three-network presentation of *Conversation with the President* on July 1 attracted approximately half of the TV audience in New York. In the New York Nielsens it had a 23.5 rating and 45% share; in the New York Arbitrons, a 24.5 rating and 52% share. A. C. Nielsen Co. authorities said national ratings would be available about July 20.

The New York Nielsens gave CBS-TV coverage a 9.4 rating and 18.0 share; NBC-TV, 9.0 rating and 17.0 share; ABC-TV 5.1 rating and 10.0 share. In the New York Arbitrons it was CBS-TV 9.5 and 20, NBC 8.7 and 19 and ABC 6.3 and 13.

suggested that his Democratic colleagues should cool it. He told newsmen that demands for TV time to answer President Nixon's address may be "getting out of bounds."

Late last Thursday, four GOP congressional leaders—three of them members of the communications subcommittees of their respective houses—held a joint news conference to charge that CBS had "collaborated" with the Democratic National Committee to kick off the 1970 election campaign under the guise of the fairness doctrine.

Senator Robert P. Griffin (R-Mich.) termed the O'Brien telecast "an unprecedented blatantly partisan political program."

When the President speaks as President on vital issues to all the people, Senator Griffin said, "it is unthinkable that his official communication with the people, as President, would subject him to [this] slashing, distorted, grossly partisan, personal attack."

Senator Griffin said that he and his three colleagues joined in the demand (by Mr. Morton) that CBS make equal time available under the fairness doctrine "for purely political purposes" to the chairman of the Republican party. Senator Griffin is a member of the Communications Subcommittee of the Senate Commerce Committee.

Senator Edward J. Gurney (R-Fla.), who is not serving on any committee involving communications but who is one of the GOP whips, called the O'Brien program "an unprecedented, arrogant, illegal, direct collaboration of CBS with the Democratic party for partisan political purposes."

Only two minutes of the 25 minutes, Senator Gurney noted, were devoted to the war question. "The rest," he declared, "was a partisan, political attack on the President and his administration and its policies."

"There was no fairness doctrine here," the Florida Republican snapped. "This was a brand new CBS unfairness doctrine."

Representative James Broyhill (R-N.C.), who is a member of the Communications Subcommittee of the House Commerce Committee, was more concerned with the appeal for funds in 15 markets that accompanied the last five minutes of the program during the network newsmen's commentary.

He said that the entire 30 minutes "become one basic half-hour partisan appeal for funds."

"CBS," he added, "thus conspired with the Democratic National Committee to help them raise money."

And Representative Clarence Brown (R-Ohio), also a member of the House Subcommittee on Communications, called the CBS action indefensible under the equal-time provisions of the Communications Act and under the fairness

doctrine principle.

"By giving free prime time to broadcast what one of its own reporters [Roger Mudd] described as 'a frontal political attack' on the President," Mr. Brown said, CBS has been irresponsible.

"CBS's journalistic irresponsibility," Mr. Brown concluded, "has been pointed out previously by the Interstate and Foreign Commerce Committee in its report on 'Pot Party at a University.' Another report similarly critical of CBS and its involvement in an aborted revolution in Latin America is due for release by the committee soon."

Mr. Brown was referring to the report last year that chastised CBS for "staging" a documentary on marijuana shown on its WBBM-TV Chicago (BROADCASTING, March 24, 1969). A report on CBS News involvement in the Haitian invasion plot is in preparation.

Dr. Stanton of CBS that same afternoon responded to the congressional attack: "Partisan rhetoric does not obscure the fact that broadcasters have

televised Southeast Asia reports.

The antiwar group asked the FCC to direct the networks to provide time.

Attached to the complaint were network replies to the group's request for time.

CBS stated, in rejecting the proposal, that "bidding for time for broadcasting among partisan groups would inevitably distort our over-all coverage of the issues of the day." NBC, which in May sold a half hour on which several members of the same group appeared, said that such requests were handled on a case-by-case basis and that it "did not believe that the public interest warrants a further presentation in a paid broadcast at this particular time." ABC said that it had a policy against selling time "for controversial-issue programing."

Senator Harold E. Hughes (D-Iowa), a spokesman for the antiwar senators, said that the networks' denial of time constituted a violation of the fairness doctrine which, he said, obliges the networks to give the public the alternative

age of five of President Nixon's talks—in which he reached up to 55.6% of all TV households—as compared to 9.1% for the senators' one-shot, one-network half hour on NBC. At a minimum, the document stated, fairness requires the networks to make available "similar time slots with a frequency approximating that of the President's appearances."

The complaint set forth several additional propositions:

- Relief cannot be achieved by any pending proceeding. The rule requested by the Democratic National Committee in the pending fairness-doctrine rule-making proceeding, which would award the right of response on a partisan basis, is not considered sufficient. The sponsoring senators seek the right for a bipartisan group, which is united on an issue, to gain network time.

- Newscasts and interview shows on which views opposing the war are expressed are not comparable to a presidential address. The senators requested



Dr. Stanton



Director Klein

a responsibility to the people for achieving fairness in the treatment of public issues. In the past 18 months, President Nixon has appeared on network prime-time television as many times as Presidents Eisenhower, Kennedy and Johnson combined in their first 18 months in office. CBS and its affiliated stations donated time to the Democratic National Committee as a means of minimizing the risk of imbalance and of treating public issues fairly."

A group of 14 senators (12 Democrats, two Republicans) who are sponsoring an amendment to end the war (the so-called McGovern-Hatfield amendment to the military procurement bill that would prohibit the spending of any more money on the Vietnam war after the end of the fiscal year) filed a formal complaint with the FCC last week. The senators charged that the TV networks had refused to provide a half hour of prime time, free or purchased, to respond to the President's

offer by congressional advocates of ending the war within one year. Also, he said, it violates the First Amendment by "giving unlimited access to one side of an issue without presenting the other." Other spokesmen for the group are Senators Alan Cranston (D-Calif.) and Charles E. Goodell (R-N.Y.).

The three indicated that the group was willing to pay for the prime time, from donations received after the half-hour appeal on NBC, even though, in the senators' minds, free prime time was justified.

The NBC half hour has netted approximately \$460,000, it is understood. Of this amount, \$120,000 is being spent over a three-week period to help cover the costs of a spot campaign being conducted out of New York by "Advertising People Against the War" (see below).

The complaint cited American Research Bureau figures that show a gaping audience margin between the cover-

uninterrupted opportunities to develop their arguments in full.

Although the complaint is focused on the antiwar issue there is indication the sponsors feel prime time should be granted for other issues as well. The complaint states, "the power of television should be neutral—available to aid all of the processes of government."

The antiwar senators' half-hour NBC program and subsequent purchases of spot time have not gone unchallenged. Senator Robert Dole (R-Kan.), in an exchange of letters with FCC Chairman Dean Burch, requested a reply on both the legality of the senators' solicitation of funds through radio and TV and on his right to reply to their position without cost under the fairness doctrine. The reply stated that the FCC had no rule permitting or denying such solicitation but that a station must afford a reasonable opportunity for the presentation of contrasting views.

In a telegram to NBC last week,

Senator Dole requested (and was denied) free time under the fairness doctrine for senators opposed to the end-the-war amendment. In its reply, the network stated that through news and interview shows sufficient coverage had been given to those opposing the amendment.

The senator's aides said the senator plans to pursue the matter, and he has sent another request to the network.

Meanwhile, the TV spots produced by "Advertising People Against the War" appeared for the first time in 50 cities last Monday (July 6), Robert S. Colodzin, executive director of the New York organization, said last week.

The commercial last Monday was one of 14 being prepared by the "people" group in 30- and 60-second formats. Creating the commercials and planning the campaign are about 100 advertising people working voluntarily and independently of their agencies on their own time. They come from such agencies as Doyle Dane Bernbach, Grey, J. Walter Thompson, Young & Rubicam, Lois Holland Callaway and Benton & Bowles (BROADCASTING, June 15).

The commercial that played last week showed 12-year-old boys playing in the grass, with a voice-over noting: "Some of the boys over in Vietnam now were 12 years old when the war started." Commented Mr. Colodzin, in explaining the thrust of the campaign: "There'll be no pounding over the heads" to get the message across.

After the commercials are produced, they are made available free to "responsible, patriotic groups across the country," according to Mr. Colodzin. Among the groups that already have received filmed commercials is "Project Pursestrings" of Washington. But Howard Gillette, aide in Project Pursestrings, denied any plans to buy time.

Placement of the commercials and ads in local media is financed primarily by local contributions in the individual markets. Newspaper ads also are being prepared and proofs made available free to any group. No radio campaign is planned.

Cost of the total TV campaign is estimated at \$200,000 to \$250,000, with \$120,000 of the funds coming from the proceeds of the half-hour telecast by Senators George S. McGovern (D-S.D.) and Mark O. Hatfield (R-Ore.) on NBC-TV in May (BROADCASTING, May 18).

Carl Ally Inc. officials have volunteered to make out the checks involved in placement of some of the commercials and ads in local media around the nation. The placements themselves are being handled by media specialists who have volunteered their services as part of the "Advertising People" group.

Branches of "Advertising People

Against the War" also are being set up in Boston, Chicago, Los Angeles, and Seattle-Tacoma, Mr. Colodzin reported.

Mr. Colodzin last week stressed that the advertising campaign was spawned independently of the senators' "amendment" movement. But, somewhere along the way the advertising group got in touch with the senators.

While forces contended for air time to oppose or defend Nixon policies on Indochina, a third view surfaced. The Rev. Carl McIntire, fundamentalist preacher, asked the networks for equal time to take issue with the President's remarks on the *Conversation with the President* program of July 1.

Mr. McIntire's position is that Mr. Nixon is a dove too. He wants time to call for victory in Vietnam. As of late Thursday the networks had offered no reply to the minister, who had, however, received word on other pending matters. The FCC had notified him that his radio stations, WXUR-AM-FM Media, Pa., have been ordered off the air (see page 41).

Stanton defends his offer to outs

As disputes boil up all over Washington, he stands his ground

CBS President Frank Stanton described last week the network's "Loyal Opposition Concept" as one approach, but not necessarily the only or best one, for counterbalancing the formidable television weight available to the political party in power. And he stoutly affirmed the need for such a network platform to provide "a voice of responsible dissent that represents a major body of political thought."

He summarized for the 1970 National Broadcast Editorial Conference in Parks City, Utah, last Friday (July 10) the growing tendency of the broadcast media to cover more extensively the activities of U.S. Presidents, particularly Mr. Nixon, and underlined the need to supply other points of view "to minimize the risks of imbalance."

A contrary view had been expressed the day before by Herbert Klein, director of communications in the Nixon administration, who was to appear at the same conference. Mr. Klein, had observed: "Saying that the chairman of the Democratic National Committee has equal basis for answering the President doesn't make sense in any way."

Mr. Klein added: "If he [Lawrence F. O'Brien] had a constructive program of the loyal opposition to offer, it would

make some sense in terms of the fairness doctrine. But what is the position of the loyal opposition? We don't know. He just attacked the President.

"Is the Democratic National Committee co-equal with Congress? I don't think the Constitution shows that."

Dr. Stanton acknowledged that the President, speaking as the chief executive and the commander-in-chief, carries "an authority, a prestige and a visibility that have a counterpart in no other institutions, governmental and nongovernmental," and "there is an inherent newsworthiness in anything he says."

He added that in the case of the incumbent administration, CBS records indicate "a very pronounced increase in the use of prime time by the President." He reported that during the first 18 months of their administrations, President Eisenhower appeared on prime-time network TV three times; President Kennedy, four times; President Johnson, seven times, and President Nixon, 14 times. These excluded appearances on regularly scheduled news broadcasts, reports on foreign trips, charity appeals, convention and campaign appearances in the case of Mr. Johnson, and Apollo appearances in the case of Mr. Nixon.

He said that from time to time CBS and its affiliated stations will provide the principal opposition party free prime network time on TV "to present its views in any way it sees fit." Though he was not specific on the number of times this offer will be made, other CBS sources have indicated that at least four opportunities will be given during a year.

Dr. Stanton said this concept was merely an application of a long-standing CBS policy to give the public the opportunity to have the views of the party out of executive power. He noted that the U.S. lives in a two-party system, with both groupings representing broad cross sections of the American public.

He discussed at length the various components of the "out" party to which the free time might be offered and concluded that the national committee is appropriate, because this organization represents the party as a whole, with every state having representation on it and a voice in procedures and decisions.

In rejecting other constituent parts of a political party out of office, Dr. Stanton asserted that no one represents the organization unqualifiedly. He noted that congressmen and senators represent their constituents, not the party. He said suggestions that the legislative opposition, as in Britain, should constitute the party spokespersonship is not

applicable in the U.S. He wondered "who would speak for an institution not conspicuous for its unanimity of expression even in the rare cases when there is near unanimity of view?"

Another sensitive issue raised by the CBS president was the place of the third party in the television spectrum. He agreed that these political units often make useful contributions in government, influencing the main parties and often playing a decisive factor in the outcome of elections. But he maintained that their durability is uncertain and in some years a conservative party is of special significance and in others a liberal party.

"For these reasons, it is absolutely essential that the options remain open for all news media to cover third parties in the context of the atmosphere and events of specific campaigns," Dr. Stanton declared.

He maintained that third parties have been covered fairly and fully during campaigns, but said this situation does not exist between elections when these minority groups are not sure whether they will offer candidates and a platform of their own, or support a major candidate.

Dr. Stanton cited suggestions by some political officials that time be sold to parties rather than provided free. He felt there are "persuasive arguments" against this policy and cited the advantage that would accrue to the party with the largest war chest, and the matter of public interest.

"If time could be bought without limit and discrimination by any politician or political party who could afford it," he argued, "the result would not be enlightenment of public opinion but its oppression. It would result in a public bored to death and a medium crippled by permitting it to happen."

Dr. Stanton challenged sharply a suggestion that all broadcasters be required by law to provide free time to the major opposition party. He pointed out that the experience of Section 315 "has clearly demonstrated that attempts to regulate in this area defeat their own purpose."

He made it clear that CBS had chosen its path individually and not in response to government, party or industry pressures.

"In making our time offer to the principal opposition party," he said, "we were not seeking to create a pattern for all broadcasting. We hope our counterparts will seek to achieve the same effect in different ways. Our purpose was—and remains—to provide for the addition to the national dialogue of a voice of responsible dissent that represents a major body of political thought."

New move to curb air campaigning

House unit stiffens Senate proposals on political broadcasting

A new, expanded political-broadcasting bill was approved last week by the House Communications Subcommittee.

The measure is based on the bill passed by the Senate earlier this year (BROADCASTING, April 20). The House bill, however, sets several new kinds of limitations on campaign spending in the media and tightens the enforcement provisions.

Among the new subjects covered by the subcommittee's bill are cable television, state regulation, primaries, gubernatorial races, and the specific obligations of political candidates who propose to use the airwaves.

Additionally, the bill would not become effective until Jan. 1, 1971—which would make it inapplicable in this congressional election year. The Senate bill would take effect as soon as passed and signed by the President.

The House subcommittee approved the bill by a vote of 8-to-0, with only Representative Richard L. Ottinger (D-N.Y.) absent. Here is a point-by-point comparison of the new bill and the Senate measure:

- The Senate provision repealing Section 315 in its application to presidential and vice presidential candidates was left intact by the subcommittee.

- Also left unchanged was a Senate proposal that would require broadcasters to sell time to all legally qualified candidates—for dogcatcher to President—at the lowest unit rate charged conventional advertisers for the same amount of time in the same time period.

- The Senate limited candidates for national office—Presidency, Vice Presidency and Congress—in the amount they could spend for broadcast time. The House subcommittee added limitations on spending in gubernatorial races.

- Both bills prescribe the same monetary limitations on spending by the prescribed candidates and their supporters: no more than an amount equal to seven cents for every popular vote cast in the preceding election for that office, or \$20,000, whichever is greater.

- The Senate bill would establish spending limitations only for general elections, but the House bill includes primaries as well. The House ceiling on primary spending is exactly half of that for general elections: It works out to 3.5 cents for every vote, or \$10,000 whichever is greater. (The limit would



House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has been a prime mover in the drive for political-broadcasting legislation. When the issue first came up in Congress last year, he was one of those who introduced bills to provide radically reduced rates and a number of mandatory availabilities for politicians. That bill eventually gave way to another measure in the Senate, but Mr. Macdonald found this new bill too vague and not inclusive enough; he and other subcommittee members pushed to refine it in a dozen different ways. Some of these ideas were finally abandoned, such as a proposal to set spending limits on production costs for political advertisements. However, others emerged as key elements of the political-broadcasting bill approved last week: spending limitations in primaries, inclusion of CATV, and toughened enforcement provisions that place the burden of compliance on candidates and their supporters, not broadcasters.

be computed from the number of votes in the preceding general election, not the preceding primary.) This limitation would apply to congressional and gubernatorial candidates, but not to presidential aspirants.

- The House bill specifies that all money spent on or by any candidate for Vice President will be counted as money spent on his running-mate for the Presidency. It also stipulates that money spent on behalf of a candidate shall be considered as money spent by the candidate. The Senate was less specific on the second point and silent on the first one.

- In a key tightening of the enforce-

You can relax this summer 'cause KTVU doesn't

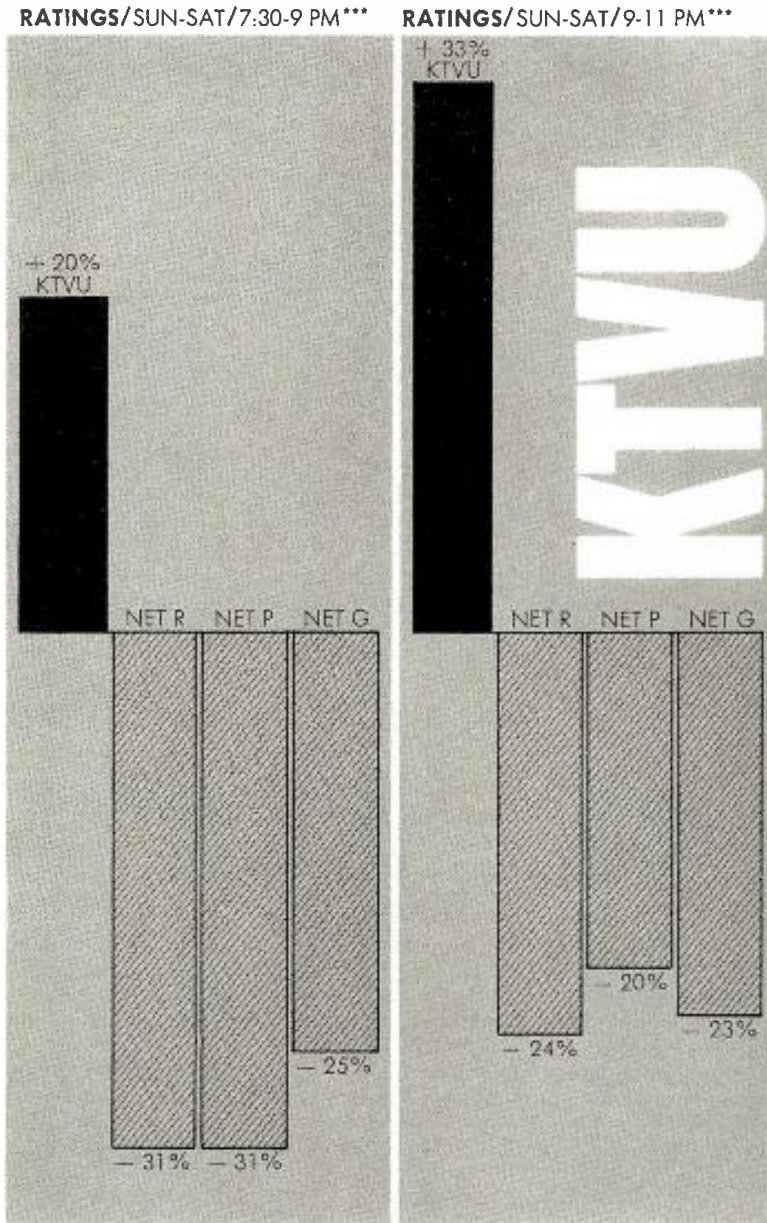
No summer programming hiatus

KTVU counter-programs all year round. Right now, it's summertime on KTVU and while the networks are repeating themselves, we're airing first-run shows like Barbara McNair and Stump The Stars. Specials like The Real Tom Kennedy and Fountain of Groovy. Movies like Fellini's 8½, a TV first in San Francisco! Sports fans stay with KTVU all summer for Giants Baseball; and in August we've got pre-season pro football.

No summer viewing hiatus

Earlier this summer, 70% of our prime time programming was first run.* This is what helps us gain audiences while other VHF's lose.

Last summer KTVU's audience share went up 25% from 9 AM to midnight and 57% from 7:30 to 11 PM.** This summer, our never ending supply of fresh programming will counter the network summer slump with an expected increase in audience share of 20% from 7:30 to 9 PM and 33% from 9 to 11 PM.***



*TV Guide (June 15, 1970)
 **Comparison of ARB February/March, 1969 and August, 1969.
 ***Comparison of ARB February/March, 1970 and August, 1969.
 Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for detail on methodology.

As you can see, we're not relaxing one bit. So, why don't you on

KTVU Television
 Represented by TeleRep

A Communications Service of Cox Broadcasting Corporation

SUMMERTIME **2**
 KTVU

ment provisions, the House bill would prohibit broadcast licensees from putting candidates on the air until either the candidate or a designated representative certified in writing that he had not exceeded his spending limitation. This section places the principal responsibility upon the candidate, not the broadcaster—a move generally regarded as the only way to insure fair implementation of the spending limitation. The Senate's legislative history contains general references to something like this provision, but the Senate bill itself makes no provision for enforcement. It would leave the entire process to the FCC.

▪ The House bill adds a provision relating to state elections, which were hardly even discussed in the Senate. Under an amendment introduced in executive session by Representative Lionel Van Deerlin (D-Calif.) and incorporated into the bill by the subcommittee, a state may set its own limits on spending for nonfederal offices (except governor) if the ceiling is no higher than the federal limits for major candidates. For example, a state could limit the amount of broadcast time to be purchased by candidates for mayor, but the limit could not be higher than the seven-cents-a-vote-or-\$20,000 formula set forth in the bill.

▪ The Senate, in placing limits upon political-broadcast spending, referred to the "electronic media," and meant to

A political ceiling for all ad media?

At least one member of the House, Andrew Jacobs Jr. (D-Ind.), thinks the political-broadcasting bill voted out last week by the House Communications Subcommittee discriminates against radio and television. Representative Jacobs is working on legislation to restrict candidate spending in all advertising outlets, newspapers, bumper strips, billboards, whatever.

Aides are drafting legislative proposals that may include an amendment to the Corrupt Practices Act, which establishes rules for political campaign collections and expenditures. Mr. Jacobs is said to believe that the subcommittee's proposed amendment of the Communications Act, as reported out last week, would penalize candidates who depend heavily on radio or television advertising in favor of those who can reach their constituencies by other means, including print media.

cover television and radio. The House subcommittee got more specific and made clear that its bill would apply to cable television systems as well as radio and TV licensees.

▪ The House bill would take effect on Jan. 1, 1971.

The Communications Subcommittee really got its teeth into this bill. In six days of executive sessions over nearly a month, the members hammered at every ambiguity and loophole they could find, and the effort was thoroughly bipartisan. The congressmen were clearly pleased with their own efforts. As Representative Clarence J. Brown (R-Ohio) summarized the feeling: "We've done a more workmanlike job than the Senate did."

With the subcommittee's action, the chances look better and better for passage of some kind of political-broadcasting bill. As late as February of this year, political broadcasting appeared to be one of the great lost causes of the 91st Congress; in this highly political year, however, congressional sentiment is running in favor of modifications of the electoral process.

The short-range prediction is that the bill will get through the subcommittee's parent Commerce Committee. On the House floor, the Republican opposition that was so evident in the Senate may reassert itself, but its extent is uncertain at this time. If the bill passes House scrutiny, the two houses must reconcile their differing bills in a conference committee. Senate sources adopted a wait-and-see attitude last week, but there was some feeling that the House's proposal to limit primary spending would probably stand up in conference.

Fairness erupts in Coast campaign

Complaint charges 37 California outlets afforded Reagan time, but not his opponent for governor

The kind of fairness-doctrine squabble in which Democrats and Republicans are engaged with each other and the networks on a national level has erupted on a smaller scale—though not so small, at that—in California.

Thirty-seven radio and television stations in California were listed in a fairness-doctrine complaint that was filed with the FCC as a result of Republican Governor Ronald Reagan's state-wide, 15-minute broadcast on May 6 announcing a four-day shutdown of the state's college and university campuses because of what the governor said was planned "violence and disruption" at the schools.

As in the case of the Democratic opponents of President Nixon, the complaint argues that "bits and pieces" of rebuttal, on interview or news programs, cannot provide meaningful reply, even if that much rebuttal is provided. The complaint also involves an ad hoc network served by a so-called California Broadcast Pool.

In addition, it has a political element so far lacking in the fairness dispute on the national level. Governor Reagan made the speech after announcing his candidacy for reelection. And the complaint was filed by the campaign manager for the Democratic candidate opposing him, Assemblyman Jesse Unruh.

Assemblyman Unruh's campaign manager, Phillip H. Schott, on May 12, asked all stations in the state that carried the governor's speech for an opportunity for Assemblyman Unruh to respond. Thirty-four radio and television stations complied with the request.

But, the complaint says, 30 refused and another six failed to respond to the request. Four of these 36—KNBC(TV) Los Angeles, KPX(TV) and KGO-TV, both San Francisco, and KCRA-TV Sacramento, plus KNXT(TV) Los Angeles, constituted the California Broadcast Pool, which created the statewide network that carried the governor's speech.

The complaint urges the commission

to direct the stations to "make appropriate broadcast time available" to enable Assemblyman Unruh or some other spokesman to respond to Governor Reagan's May 6 speech. It also asks the commission to rule that the members of the California Broadcast Pool violated the fairness doctrine in making their facilities available to Governor Reagan and denying them to those with opposing views.

The complaint asserts that the governor's speech involved a number of controversial issues of public importance, including questions as to whether the unprecedented action of closing down the campuses was "necessary," as the governor stated, and whether the action was properly made without consultation with the regents of the University of California or whether "it was a politically motivated act."

The governor's candidacy for reelection was stressed in the complaint. "It must be borne in mind," the complaint asserted, "that Ronald Reagan on May

1970 Research Innovations II

GOLD PLAQUE AWARDS FOR FIRST PLACE

Radio Station Classification
Michael J. Heimberg
WTOP Radio, Washington
Television Station Classification
Harold Baker
WFGA-TV, Jacksonville
Station Representatives Classification
Jerome Greenberg
CBS Radio Spot Sales, New York

SILVER PLAQUE AWARDS FOR SECOND PLACE

Radio Station Classification
Fred Kaufman
KOMO Radio, Seattle
Television Station Classification
James A. Landon
Cox Broadcasting Corporation, Atlanta
Station Representatives Classification
Oliver Blackwell
Katz Television, New York

BRONZE PLAQUE AWARDS FOR THIRD PLACE

Radio Station Classification
Clayton Kaufman
WCCO Radio, Minneapolis
Television Station Classification
Philip F. Von Ladau
Metromedia Television, Los Angeles
Station Representative Classification
Marty Mills
Metromedia, Inc., New York

CERTIFICATE OF MERIT AWARDS FOR SPECIAL RECOGNITION

Russell Smith
WBBM Radio, Chicago
William Weaver
KWIZ, Santa Ana
Robert T. Hall
KABC Radio, Los Angeles
E. Boyd Seghers, Jr.
WGN Radio, Chicago
Michael J. Heimberg
WTOP Radio, Washington
John J. Carter
Edward Petry & Company, New York
Marvin Roslin
RKO Radio Representatives, New York
Ken Mills
Katz Television, New York

CONGRATULATIONS TO THE 1970 INNOVATORS

And, our thanks to the many other broadcasters and station representatives whose participation contributed to the success of the 1970 ARB Innovator Awards Program. Write for your free copy of "Research Innovators II", a collection of successful ideas for using audience research for better broadcast management and sales.



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6 was an announced, campaigning candidate for reelection as governor . . . and that the issues involved in the May 6 broadcast were and are critical issues in the gubernatorial campaign."

The complaint says that "some of the licensees did not provide a sufficient opportunity in any format for presentation of views "opposed to those of the governor." Furthermore, it said, the licensees were obliged to do more than "merely accord to the opposing

point of view an aggregate amount of time" comparable to that given the governor.

It said that "fleeting news reports, interviews, talk-show conversations, and other bits and pieces of programing . . . cannot be considered a 'similar opportunity' to the 15 minutes of uninterrupted and unedited time, with complete control over format, that was given Governor Reagan for the purpose of delivering a carefully prepared

speech."

The actions of the California Broadcast Pool appeared particularly galling to the Democrats. When the proponent of one point of view is given simultaneous access to every station in the state while his opponents are left to deal with the stations individually, the complaint says, "it is laughable to say" that the two sides have been accorded similar opportunities or that the public has been provided a balanced view.

Broadcast Advertising®

FCC raps commercial content on KCOP(TV)

Mail-order firm denies its 15-minute shows are completely commercial

The FCC has told KCOP(TV) Los Angeles that the commercial and noncommercial content of two of its programs are so interwoven that they constitute an advertisement for the sponsor and should be logged as such.

The commission's inquiry stemmed from a complaint that the 15-minute program—*100 Paintings and Great Moments in Music*—were wholly commercial in nature.

In describing the programs, the commission said *100 Paintings* displays art masterpieces while a narrator comments on them and gives three well-defined commercials totaling about three and a half minutes. The Homestead offers a portfolio of reproductions of the paintings, which includes paintings shown on the program. *Great Moments in Music* is similar, the commission said, adding that excerpts from classical music are presented under the guise of testing the audience's knowledge of the music. Commercials are given for The Homestead's record album, featuring music heard on the program.

KCOP said it had logged only the advertisements as commercial matter because "the essential content of the program is highly informative and . . . the commercial purposes for the programs are incidental."

Len Carl, vice president of The Homestead, which produces as well as sponsors the programs, told the commission that the "program" part of the broadcasts were "completely bereft of even the hint of any plug"; that "the program and non-program content, taken individually, is each complete within itself . . . and there are no cross-references between them." He also

pointed out that the programs conform to NAB TV code.

After reviewing the scripts of the programs and the programs themselves, the commission told KCOP that "although programs dealing with music and art obviously could be sponsored by a different advertiser unconnected with the sale of the paintings or record albums," the commercial and noncommercial aspects of the programs were interwoven to the extent that they became an advertisement for The Homestead and should have been so logged. It added that "continued broadcast of such programs demonstrates a pattern of subordinating programing in the interest of the public to programing in the interest of saleability."

Mr. Carl said last week that contracts with famous hosts for the programs will be running out this month and next and that The Homestead (a New York mail order sales company) wants to produce a new 15-minute program that will pass the FCC's inspection, or go into spot advertising. He said at one time The Homestead spent between \$2 million and \$2.5 million on television and its programs were carried on "several hundred stations." About five or six stations carry the program currently, he said.

He said hosts for the programs have included Don Ameche, Sebastian Cabot, the late Robert Taylor, Don Wilson, Dennis James, Richard Boone and Dale Robertson.

BBDO gets Chevron account

BBDO has been named as the agency of Chevron Oil Co., Western Division, Denver, effective Sept. 1, placing all gasoline marketing divisions of Standard Oil Co. of California at BBDO. The new account, which bills slightly more than \$1 million with an estimated 50% in broadcast, is currently at Stanley Shufford & Associates, Denver. BBDO will open a service office in Denver and support will be given by BBDO San Francisco.

How TV keeps nation on wheels

TVB finds medium reaches prime audience for new-car pitches

Television is the dominant medium for providing new-car information to upper-income and young adults, the Television Bureau of Advertising reported last week.

Harvey Spiegel, TVB vice president, sales and marketing, said the findings were based on three national research studies conducted for TVB by R. H. Bruskin Associates, New Brunswick, N.J., among about 2,500 adults during November 1965, 1967 and 1969. Respondents ranged in age from 18-24 and 25-30 and had incomes of \$10,000 or more.

Between 1965 and 1969, it was reported, TV grew as a primary new-car information source by 11 percentage points among upper-income adults. At the same time, newspapers declined 10 percentage points. Here's how that was broken down:

'65	'67	'69	
51%	57%	62%	TV
22	15	12	Newspapers
27	23	19	Magazines
5	4	4	Radio

Among adults, 18-24, here's how the study read:

'65	'67	'69	
63%	66%	71%	TV
10	9	6	Newspapers
21	19	21	Magazines
2	5	4	Radio

For age group, 25-34:

'65	'67	'69	
63%	68%	69%	TV
18	14	10	Newspapers
17	16	16	Magazines
4	4	1	Radio

In the survey adults actively shop-

REA boasts new image in TV ad campaign

Silver bullet, hearty 'Hi-Yo' hope to win hearts, minds of commercial shippers

REA Express has mounted its first TV campaign ever and its first corporate ad campaign in five years.

Stricken with the same blight as the nation's railroads, the small-shipment carrier has, over the last year and under new management, revitalized its operations and revamped its corporate appearance. It is now ready to tell potential customers and investors that it is back in business—with a budget of \$1.3 million.

Four 30-second TV spots in the "REA Express rides again" campaign are appearing in news and late-fringe programs on all three networks and an

average of 10 times weekly in 13 spot markets, including Chicago, New York and Los Angeles.

Created by Lois Holland Callaway, the spots are meant to associate REA with the integrity and reliability of the Texas Rangers. They feature REA's new logo and a silver bullet, the Lone Ranger's trademark and symbol of the campaign.

"A silver bullet! Who was that man?" one spot asks, "Hi-Yo REA! away!" As part of the promotion REA Expressmen will be issued cowboy hats and silver bullets. The total budget for this year's campaign—TV, print, hats, bullets—is estimated at \$1.3 million.

Formerly called Railway Express Agency, REA was owned by the nation's railroads until a year ago when it was taken over by private ownership. The year prior to that take-over was the worst in the company's 131-year history, with a loss of \$42.8 million. The new management has attempted to reduce the service company's depend-

ence on the railroads and make increased use of truck and air transport.

REA appointed Lois Holland Callaway its agency last March (BROADCASTING, March 23). Its only advertising effort in recent years has been the promotion of REA's Air-Express division through Ketchum, MacLeod & Grove.

Spencer D. Mosely, chairman and chief executive officer of REA, describes the customer with the "camp trunk" as "five percent of our business and 90% of our headache." REA's profit lies with the commercial shipper, a group 25,000 to 30,000 strong and the primary target of this campaign.

Lois Holland Callaway, it has been noted, recommended TV to reach this group of businessmen because of the length of time since REA's last major ad effort. Secondly, the TV campaign is designed to alert the financial community to a company with hopes of going public and to install a new sense of pride in personnel long employed by a company that had been in decline.



In one 30-second REA Express spot the firm's speedy delivery man suddenly leaps into an office with a package,



slaps a silver bullet on the desk and abruptly leaves his startled customers with a "Hi-Yo, REA! Away!" echoing



in their ears. The \$1.3 million TV campaign is designed to win over commercial shippers to REA.

ping for new cars were asked where they got their information. The results were:

'65	'67	'69	
54%	62%	58%	TV
20	14	10	Newspapers
20	20	20	Magazines
3	4	4	Radio

The TVB-sponsored survey also found that, of all adults, 65% credited TV as their main source of information on 1970 cars.

RAB conferences seek a spring climate

Radio Advertising Bureau will postpone its management conferences this year, usually held during September to November, until spring 1971. The postponement reportedly will permit bureau executives to concentrate instead on sales activities. But an RAB spokesman also indicated that the spring placement might be more advantageous because

of the large number of related fall meetings.

RAB President Miles David announced the decision last week and explained that "in this tight-money period, we believe we can achieve the most progress for radio if every executive at RAB is free to spend the maximum amount of time in personal calls, presentations and platform talks at advertiser conventions."

The RAB fall management conferences will be moved to a new time period when they are resumed next year. They will be held in the early spring of 1971. In 1969, conferences were held in six cities.

"We're delaying the management conferences with reluctance," Mr. David said, "because we know they serve a useful purpose. Many members have commented that an annual opportunity to review management concepts and re-evaluate sales-management strategy was very meaningful. But it's a question of priorities. . . ."

Monsanto drops agencies for its own service

The Monsanto Co. announced last week that as of Jan. 1, 1971 four of its agencies, including its one big consumer ad agency, would be dismissed in favor of independent services. Doyle Dane Bernbach, New York, which handles all Monsanto consumer advertising, spent over \$4 million in radio and TV last year on behalf of that client.

After the first of the year, the advertising of each of the company's 35 business groups will be co-ordinated by Monsanto's new advertising and promotion group. In making the announcement, Franklin J. Cornwell, director of the advertising and market development department of the St. Louis-based chemical and textile company, explained that "this new system is designed to shorten lines of communication between marketing and those individuals responsible for creative advertising and

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 28, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 28	Total dollars week ended June 28	1970 total minutes	1970 total dollars
	Week ended June 28	Cume Jan. 1-June 28	Week ended June 28	Cume Jan. 1-June 28	Week ended June 28	Cume Jan. 1-June 28				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 91.6	\$ 3,129.5	\$ 327.6	\$ 8,412.4	76	\$ 419.2	2,164	\$ 11,541.9
Monday-Friday 10 a.m.-6 p.m.	1,665.0	45,131.8	3,027.1	81,200.2	1,731.4	47,654.5	908	6,423.5	22,316	173,986.5
Saturday-Sunday Sign-on-6 p.m.	428.7	26,145.4	779.5	35,146.7	635.7	18,500.2	238	1,843.9	7,414	79,792.3
Monday-Saturday 6 p.m.-7:30 p.m.	147.4	6,036.1	731.4	21,079.8	405.0	15,234.6	74	1,283.8	2,012	42,350.5
Sunday 6 p.m.-7:30 p.m.	3,182.5	200.4	7,006.6	78.7	6,032.6	15	279.1	559	16,221.7
Monday-Sunday 7:30-11 p.m.	4,920.5	140,024.7	6,144.4	181,885.0	5,194.0	178,003.4	451	16,258.9	11,198	499,913.1
Monday-Sunday 11 p.m.-Sign-off	426.6	7,571.0	311.4	10,133.7	674.0	17,297.6	121	1,412.0	2,906	35,002.3
Total	\$7,588.2	\$228,091.5	\$11,285.8	\$339,581.5	\$ 9,046.4	\$291,135.3	1,883	\$27,920.4	48,569	\$ 858,808.3

promotion programs, and thus provide faster response to marketing opportunities." He noted that there was "no dissatisfaction with any phase of the work of Monsanto's advertising agencies."

Monsanto billed \$3,174,000 in network TV and \$717,600 in spot TV last year, in addition to \$249,000 in spot radio.

American Brands wages battle on two fronts

American Brands Inc. appeared determined last week to continue complex legal and administrative proceedings in an effort to gain acceptance of several of its cigarette commercials on television. But the effort is rapidly becoming moot as the Jan. 2, 1971, deadline approaches, when all broadcast cigarette advertising will be off the air.

American Brands took the FTC to federal district court in Washington last Monday (July 6) in an effort to get certain confidential documents from the agency, so that they could be used in the manufacturer's defense at an FTC hearing scheduled to resume today (July 13). The commission is hearing testimony on a deceptive-advertising complaint it filed against American Brands.

An order proposed by the commission would require American Brands to state the tar content of both Pall Mall and that of the "best-selling filter king," and state the name of the comparison cigarette (Winston) giving high and low tar-content figures for cigarettes, based on FTC figures. The FTC has already been heard on the issue and this week's hearings will involve American Brands' position.

The FTC's complaint was the basis of a policy statement it formulated,

which the National Association of Broadcasters used in setting up guidelines for cigarette commercials. American Brands has been unsuccessful in attempts to obtain court orders blocking NAB's implementation of the guidelines and prohibiting the three networks from refusing to accept advertising for two of American's cigarette brands—Pall Mall Golds and Silva Thins (BROADCASTING, Dec. 22, 1969, et seq.). In its suit, American charged the networks and NAB with violating the anti-trust laws by allegedly conspiring to ban its advertising.

In the court proceeding last week Americans Brands alleged that the FTC's policy statement constituted pre-judgment and that there were ex-parte communications between the FTC and NAB. It sought a court order to obtain certain FTC staff memos it says will substantiate its ex-parte charge. The FTC moved for dismissal of the court cases or for a finding favorable to the FTC. Judge William Bryant took the case under advisement.

Commercial delivery firm bought by Columbia

In a diversification move, Columbia Pictures Industries Inc. announced last week it has acquired Trans-World Productions, Hollywood, a firm that delivers commercial messages to hotel guests through an in-hotel closed-circuit television system. The purchase price was not disclosed.

Trans-World's concept, called Tele/Ad, was introduced in the U.S. in August 1968 in Atlanta (six hotels) and in March 1969 in Toronto (five hotels). William J. Butters, Trans-World's president, said plans call for the opening of 45 world markets by

1976 with an international network of more than 250 independent closed-circuit systems. CPI is expected to provide the financing and marketing expertise for this expansion. Mr. Butters told a news conference in New York Wednesday (July 8).

Trans-World provides a 30-minute color film designed to entertain, inform and educate guests about the city and hotel in which they are staying. Via closed-circuit, the film is fed into each guest's hotel room over an unused VHF channel. Included in the film are national and local commercial messages. The film is produced once a year and is updated every 13 weeks.

Advertisers who buy commercials in the film also receive exposure in a locally edited magazine that contains news, entertainment features and current information on events in that particular city that month.

Mr. Butters said that advertising sought will be traveler-oriented, and will include that of airlines, service organizations, hotels, stores, liquor and tobacco companies. He noted that this operation does not require licensing by the FCC.

He added that Trans-World also provides a second channel, to be used for coverage of conventions or highlights of important events that may be taking place in the hotel. When this channel is not being used, he revealed, Trans-World is considering the showing of feature films on this facility.

Mr. Butters acknowledged it was difficult to measure to date the number of hotel guests tuning in to the closed-circuit showings. But he said that market studies have been made from time to time in Toronto and Atlanta, and he added that CPI is in process of

developing a measuring device that could be attached to a receiver to indicate the amount of viewing.

CPI is active in TV production and distribution through its Screen Gems division and in motion-picture production and distribution through Columbia Pictures Corp. It also owns and operates broadcast stations and is active in records, music publishing and TV commercial production.

Hands-off attitude toward TV ad screening

Federal Trade Commission Chairman Caspar Weinberger sees few benefits arising from government previews of advertising prior to air date on the TV networks.

Speaking on NBC's *Meet the Press* July 5, Chairman Weinberger said that the networks currently "carefully examine" advertising before it is accepted and that such "voluntary restraint and voluntary compliance" should be encouraged before "we organize another huge federal operation to precheck each ad." Chairman Weinberger noted that the commission presently reviews network advertising "after the advertising has gone on the air. It is quite a large job. A review of that kind of advertising hasn't convinced me that a pre-review would work any substantial improvement."

Business briefly:

Chrysler Corp., through BBDO; **Gillette Co.**, through Moorgate Advertising; **Sears, Roebuck and Co.**, through J. Walter Thompson; **Uniroyal Inc.**, through Doyle Dane Bernbach; **General Foods Corp.**, through Grey; **Kellogg Co.**, through Leo Burnett; **The Travelers Insurance Companies**, through Young & Rubicam; **Jos. Schlitz Brewing Co.**, through Leo Burnett; **Phillips Petroleum Co.**, through J. Walter Thompson; **Getty Oil Co.**, through DKG Inc.; **R. J. Reynolds**, through William Esty; **Miller Brewing Co.**, through Mathisson & Associates and **Bristol-Myers**, through Young & Rubicam, have purchased sponsorship of the 41st *Major League All-Star Baseball Game* scheduled tomorrow (July 14) at Riverfront Stadium, Cincinnati.

State of New Jersey Tourist Board, through Conahy & Lyon, New York, has selected Air Time, New York, to place a spot-TV summer campaign in the Northeast, inviting tourists to visit New Jersey resort areas.

Canada Dry Corp., through Grey Advertising Inc., both New York, will sponsor *The Clowns, A Ringling Bros., Barnum & Bailey Presentation*, Sunday, Nov. 15, at 8-9 p.m. EST on ABC-TV. Host Sammy Davis Jr. will guide viewers through the backstage world of the

circus.

Kool-Aid division of General Foods Corp., White Plains, N.Y., through McCann-Erickson, New York, has placed a new LaFrance whitener-brightener with enzymes into national distribution.

American Dairy Association, through Compton Advertising Inc., New York, will sponsor *The Ice People*, a one-hour study of the Eskimo, on NBC-TV Thursday, Sept. 10, 7:30-8:30 p.m. (EST). Hugh Downs, host on NBC-TV's *Today* show, will report.

Lorillard Corp., Adams chewing gum division, **American Chicle Co.**, and **Chas. Pfizer & Co.** have purchased time on ABC Radio as follows: Lorillard, through Foote, Cone & Belding Inc., New York, six-week schedule for Kent cigarettes on news and sports shows of American Contemporary and Information networks; Adams, through Ted Bates Inc., New York, eight weeks, on news shows of American Contemporary Network; and Pfizer, through Delehanty, Kurnit & Geller, New York, six weeks for Hai Karate men's fragrance on American Contemporary Network.

Also in advertising:

Bringing creativity in ■ Chappell Fiore Endelman Advertising, an agency whose big account, Clark Oil, bills almost exclusively in broadcast, is merging with James Walsh productions to form Fiore & Walsh, a creative service firm. The company, which as Chappell Fiore Endelman had no media department but used outside buying services, is seeking new business on a fee or long-term retainer basis. The company billed approximately \$4 million last year. Fiore & Walsh will be located at 118 East 61st Street, New York. Media research and buying for Clark will be handled by Time & Space Inc., Milwaukee.

Going uptown ■ Albert Frank-Guenther Law Inc., New York financial and public relations agency, is moving from 131 Cedar Street, New York, to 61 Broadway there.

Going West ■ Kingen Feleppa O'Dell Inc., New York, will open a new office in San Francisco at 315 Montgomery Street 94104. New telephone number is (415) 989-9626.

Dynamic advertising ■ Ogilvy & Mather, New York, is making available at no cost a limited number of copies of *The Dynamics of Change, A Study of Attitudes and Behavior Through Time*. The study was originally presented as a paper by Alexander L. Biel, senior vice president, director of research, Ogilvy & Mather, April 1 at the 1970 International Marketing Congress of the American Marketing Association in Kansas City. A study of the relationship between brand attitude and purchasing behavior, *Dynamics* was conducted for

one of the agency's consumer clients and involved reinterviewing the same people on the same subject 12 months apart, a research technique relatively new to advertising. Ogilvy & Mather is located at 2 East 48th Street, New York.

Rep appointments:

■ WFLD-TV Chicago: Katz Television, New York.

■ WISN-TV Milwaukee: Blair Television.

■ WTOW(AM) Tulsa, Okla.; WCMF-FM Rochester, N. Y., and WILA(AM) Danville, Va.: Greener, Hiken, Sears Inc., New York.

■ WEAR-TV Pensacola, Fla.: HR Television Inc., New York.

Agency appointments:

■ Coca-Cola USA, Atlanta, has appointed McCann-Erickson, New York, to handle consumer advertising for its new soft drink mixer line, Santiba, now going national after being test-marketed.

■ Shulton Inc., New York, has appointed Worman, Craig & Kummel there to handle advertising for its Man-Power deodorant and shaving-cream line. The account, which had been at Compton Advertising, New York, is believed to bill about \$1 million annually. Shulton's All Spice and Burley lines are also handled by NC&K.

FCC grants waivers of sponsor-ID rules

The FCC last week waived its sponsorship-identification rules for members of the Utah Broadcasters Association and the New Mexico Broadcasters Association.

The action allows the associations to receive contributions from nonprofit organizations for preparation and distribution of public-service announcements without having to identify their sponsors.

The commission said it was concerned that some nonprofit organizations may donate their assistance to the broadcasters' associations believing they will be discriminated against if they fail to contribute funds.

The commission told both associations to take action to "dispel any such misapprehension." Only the associations' executive committees, not the member stations, should know whether or not a contribution has been made, the commission said.

Similar requests for waiver have been granted the Southern California Broadcasters Association, the Kansas Association of Radio Broadcasters, the Montana Broadcasters Association, the Arkansas Broadcasters Association and the Wyoming Association of Broadcasters.

Cooling-off period at FCC?

Burch sees agency turning inward to solve own problems, confirms two top job changes

Since Dean Burch's arrival as chairman of the FCC, last Oct. 31, the commission has been spewing out actions and proposals at what, for it, is an inordinate rate. Last week, Chairman Burch concluded that perhaps the agency has been "hyperactive" and that the time for a slowing down had arrived, a time for looking inward and ministering to its own housekeeping needs.

But even here, the actions under consideration are more than routine. He confirmed news reports that General Counsel Henry Geller and Broadcast Bureau Chief George Smith, whose jobs provide leverage for influencing broadcast-regulation policy, will be replaced—"both within the next month."

What's more, he indicated concern about—and a determination to ameliorate, at least—discontent among younger staff members. Some young lawyers are sufficiently frustrated in their work—feeling blocked off from an over-all view of the commission's activities and denied the opportunity to work as lawyers—to have formally informed the commission of their feelings ("Closed Circuit," April 20).

Chairman Burch looked backward and forward in his job as chairman during a one-hour, wide-ranging news conference, his second with reporters covering the commission.

Asked his view of the most important action taken by the commission since becoming chairman, he said the "fact of activity" itself. He related that, on taking office he had a list—compiled with the help of outgoing Chairman Rosel H. Hyde—of important items facing the commission, and noted at least some action had been taken on all of them.

He ticked them off: the prime-time access rule, limiting network domination of prime-time programming; limitations, actual and proposed, on media ownership within markets; domestic-satellite-ownership policy; CATV-rules revision; license-fee revisions; inquiry into the relationship between computers and common-carrier regulation, and commission-budget appropriations. He might also have mentioned rules opening the UHF share of the spectrum to

land-mobile-radio users.

"I don't agree with everything we did," he said, indicating something of his philosophy as a regulator. "But I don't think it's appropriate for government to sit on a subject." He noted that some items on the list had been before the commission for years.

He foresees no "big" rulemakings being initiated. However, one important item coming up on the commission agenda soon, "within the next two weeks," he said, are petitions for stay and reconsideration of the new rules prohibiting major-market stations from taking more than three hours of network programming between the hours of 7 and 11 p.m.

The chairman would like to involve the commission in the problems of administration. He noted, specifically, a "backlog" in broadcast matters. (Commissioner Robert Wells is working with

the staff on a backlog problem involving some 600 license-renewal applications that have been deferred because of incomplete data ["Closed Circuit," June 29]).

In discussing the planned personnel changes, Mr. Burch raised questions in reporters' minds as to why he wanted to replace Mr. Geller, so generous was he in his praise of the general counsel. "I have not in my experience," he said—after revamping an opening remark that began, "Seldom in my experience"—"met anyone with the intellectual capacity of Mr. Geller." And he confirmed reports that Mr. Geller would be retained in some capacity. Mr. Geller, 46, needs another two years of government service before he can retire with a pension.

Mr. Burch's explanation for dropping Mr. Geller was that every chairman is entitled to name his own general counsel. And this right has been traditional. Mr. Geller, a Democrat, has been general counsel since 1964, when E. William Henry was chairman. However, there has been speculation that the impending change stems from the White House interest in seeing a Republican in the job.

Mr. Smith is a Republican. But, at 69, he is scheduled to retire soon. (The chairman dampened speculation that Democrat Max Paglin would be replaced as the commission's executive director. Mr. Burch said he has "no present plans" regarding changes in that office.)

Chairman Burch did not announce the names of replacements for either man. However, it is understood that Mr. Geller will be succeeded by Richard S. Wiley, 35, a Chicago attorney, and Mr. Smith, by Dean Francis R. Walsh, 46, of San Francisco University Law School ("Closed Circuit," July 6).

The discontent on the part of the young staff members involves some things beyond the power of the commission to remedy—Vietnam and the state of the economy. But Mr. Burch indicated there is hope for dealing with frustrations resulting from a feeling of being "lost in the system" and a feeling that legal skills are being wasted.

Noting that some young lawyers com-



Mr. Burch

plain of doing routine work, he said it would be more economical to hire clerks for clerical work and to let lawyers do legal work. He also said he hopes to rotate lawyers through the agency so that they get an "over-all view" of the commission's operations. He said that part of the young lawyers' complaint stems from an ambition to move on eventually to private communications-law practice—an ambition he did not denigrate—and the feeling that service confined to one bureau is not the best training for that practice.

On other matters, the chairman had these comments:

- **Obscenity on the air**—The commission is still looking for a case to test its authority to ban obscene or indecent material from the airwaves; the commission was denied a test case when noncommercial WUHY-FM Philadelphia paid a \$100 fine for broadcasting allegedly indecent material rather than fight the forfeiture in court.

- **Domestic satellites**—The commission expects an application for authority to operate a domestic-satellite system "within a matter of weeks," from the Communications Satellite Corp.

- **CATV**—"I hope cable does realize the more esoteric services now talked about," including two-way communications, home burglar alarms and the like. "Cable's future is more than bringing in distant [TV] signals." It can provide diversity of programming, and if the commission's proposed CATV rules aimed at permitting CATV systems to import distant signals while providing some financial assistance to local UHF stations are adopted, "everyone can prosper."

However, he said that if Congress does not enact legislation imposing copyright liability on CATV systems, "I don't know where we'll stand." He did not say the commission's proposal depends on copyright legislation, but he conceded that the two go "hand in hand" and that the commission has no authority to impose copyright liability.

- **Vice President Agnew's criticism of the media**—Everyone in the country "up to and including the President and the Vice President" has the "right and maybe the duty and obligation to comment on the news." It would be "dangerous" if news gatherers were "immune" to criticism. News-media representatives—"the networks particularly"—are "a little hysterical about the First Amendment implications" of the Vice President's remarks.

He has not noticed any change in network commentary—that it has either "softened or hardened" as a result of Mr. Agnew's criticisms—"and that's as it should be." Commissioner Kenneth A. Cox has contended that the networks

began pulling their punches after coming under the attack from the Vice President.

For the chairman, broadcast news represents another problem, but one for which he doubted government has a solution. He pointed to estimates that most people get their news from radio and television and that the contents of a half-hour nightly newscast would fill only three columns of a newspaper.

"It's tragic to think that this is the source of news for many people," he said. "I don't know the answer. Diversity can be provided for"—as, he indicated earlier, by CATV—"but we don't know if people will watch."

Van Deerlin praises way Burch handles FCC

FCC Chairman Dean Burch, whose "activist" policies are delighting many people, got an accolade from a significant source recently.

Representative Lionel Van Deerlin (D-Calif.), who is a member of the Senate Commerce Committee which handles legislation on broadcasting, declared he was "very impressed" with how Mr. Burch "has moved that commission off dead center."

"There's no question at all," the Californian said, "that Dean Burch, for all the misgivings that I'm sure many liberals held about a man of his social viewpoint taking over a sensitive agency like this, I think he's winning an awful lot of friends with the manner in which he is moving the commission along. . . ."

Representative Van Deerlin said he was impressed with the new fee schedule, which, he said, may help to increase the commission's staff so "we won't be waiting so long on some of these ticklish and touchy decisions that have to come out of the FCC."

His remarks, which also covered the House committee's version of the political broadcasting bill as well as the fairness doctrine activity recently, were made on the July 5 *Closeup* program over WMAL-TV Washington, whose host is Joseph McCaffrey.

Whitehead set for the Hill

The confirmation hearing on the nomination of Dr. Clay T. Whitehead, special assistant to the President, to be director of the Office of Telecommunication Policy (BROADCASTING, June 29 et seq.) will take place Thursday (July 16). The hearing will be held before the full Senate Commerce Committee with Senator John O. Pastore (D-R.I.), who is chairman of the committee's Communications Subcommittee, as chairman. As of late last week, only Dr. Whitehead was scheduled to appear.

Wiley and Walsh: Burch's choices

Young Chicago lawyer, seasoned law-school dean all but set for key jobs

FCC Chairman Dean Burch last week publicly confirmed widespread speculation that there will be changes, and soon, in the key staff jobs of Broadcast Bureau chief and general counsel (see page 32). He did not say who the new staffers will be, but their identities are not one of Washington's better-kept secrets ("Closed Circuit," July 6). Unless there is a last-minute hitch, the commission will soon add to its staff two skilled lawyers, one a law-school dean the other a part-time law-school professor with a reputation for thinking fast on his feet.

The law-school dean, who is due to replace George Smith as Broadcast Bureau chief, is Francis R. Walsh, 46, who has headed the law school at the University of San Francisco since 1957. Mr. Walsh, a native of Newark, N.J., is already known to a number of the commission staff and to some Washington communications attorneys; he met them while teaching at Georgetown Law School, Washington, from 1949 to 1951.

The part-time law teacher, at John Marshall law school, in Chicago, who is penciled in as the Republican replacement for Democrat Henry Geller as general counsel, is Richard E. Wiley, 35. He is a partner in the Chicago law firm of Burditt, Calkins and Wiley.

Both men will be in a position to affect commission activity. It is to the broadcast and other bureaus that the commissioners look not only for implementation of policy but to recommend it and draft proposed orders. The general counsel's office, particularly under Mr. Geller, has grown in prestige and influence in all areas of the commission to the point where the general counsel is sometimes referred to as the eighth commissioner.

The backgrounds of Mr. Walsh and Mr. Wiley indicate they have the energy to take advantage of the opportunities the staff jobs offer. Mr. Walsh, who is married and the father of a lawyer son, teaches at the law school in addition to presiding over the school's administration, carrying on a limited private law practice and serving as an arbitrator in labor and commercial disputes. He has also been active in the San Francisco, California and American Bar Associations.

Mr. Walsh graduated from Seton Hall University in 1943, from George-



Dean Walsh

town Law School in 1948, then clerked for a federal judge in San Francisco for a year before returning to Georgetown to teach law. He crossed the country again, in 1951, to teach in the San Francisco law school. He resigned from the faculty in 1954 to practice law, but returned to the law school as its dean three years later.

Mr. Wiley, besides teaching law and practicing it, has been active in the American Bar Association. He is now on an ABA committee on campus government and student dissent and chairman of the young members section of the ABA.

But it was his activity in politics

that appears to have led to Chairman Burch's interest in him as a successor to Mr. Geller. He headed the state organizations United Citizens for Nixon-Agnew, in 1968, in Washington and the Nixon men he met in that job passed his name on to Mr. Burch after the latter became FCC chairman.

Mr. Wiley had been active in politics earlier, as a worker in Charles Percy's successful senatorial campaign against Democrat Paul Douglas, in 1966. At the time, he was employed as a lawyer by Bell and Howell, from which Mr. Percy had resigned as chief executive to run for the Senate.

Mr. Wiley, who is married and the father of an 8-year-old son and a 5-year-old daughter, grew up in Chicago and graduated from Northwestern University and its law school. And, as in the case of Mr. Walsh, Georgetown Law School is in his background; he took a masters degree in law there, in 1962.

Mr. Wiley's reputation as an extemporaneous speaker was developed at John Marshall, where faculty and administration members are still talking about his performance at the school's commencement, on June 20. Senator Ralph Smith (R-Ill.) was the scheduled speaker, but bad weather kept him grounded in Alton, Ill., 100 miles away. Asked at the last minute to fill in, Mr. Wiley stood up and gave the commencement address. Those who heard him said he was "tremendous."

He is also said to have another gift—a phenomenal memory for baseball statistics. One of those who know him



Mr. Wiley

says that if the \$64,000 Question were still on the air, Mr. Wiley could go on "and earn top money."

There was no indication last week when Chairman Burch would propose changes in the Broadcast Bureau and general counsel positions, other than his statement that it would be "within the next month." But it seems likely that the chairman is waiting for President Nixon to give him a Republican majority on the commission. The President has yet to name a Republican successor to Democrat Kenneth A. Cox, whose term expired July 1, but who is free to serve until a successor is appointed and confirmed by the Senate.

Memphis stations are challenged—anyway

Though denied extension of filing time, blacks protest renewal of TV licenses

Eight black community organizations in Memphis have petitioned the FCC to deny the license-renewal applications of WREC-TV and WHBQ-TV, both Memphis. This was their response, on July 1, to the commission's decision two days earlier to deny a request for a 30-day extension of the deadline to file such petitions against those stations and WMC-TV Memphis (BROADCASTING, July 6).

The group also plans to file a petition to deny the renewal of WMC-TV. This decision was reached on Thursday (July 9) after negotiations between the blacks and the station failed to resolve their differences. However, there was a dispute between the two sides as to whether the deadline for filing a petition had

passed.

At issue in all three cases are the stations' programming and employment practices. The blacks want the stations to agree to provide more programming relevant to the black community and to employ more blacks, especially in managerial positions. Negotiations with all three stations are continuing.

Allen Black, regional director of the NAACP Legal Defense Fund and principal backer of the move against the stations, said last week the group had no alternative in view of the commission's refusal to grant the 30-day extension. "It's more the FCC's fault than anyone else's," he said.

The commission denied the request for additional time to negotiate with

the stations on the ground that there had been no attempt to begin discussions before late June. At the same time, the commission granted a Nashville group an additional 30 days to continue discussing their differences with stations in that city.

The Memphis blacks did not file a petition against WMC-TV at the same time that they filed against the other stations in part because they felt they were nearing agreement with WMC-TV and in part, also, because they felt they had additional time in which to act against that station.

The deadline for filing petitions to deny against Tennessee stations is July 1; their licenses are due for renewal on Aug. 1. However, Mr. Black maintains

that his reading of the renewal application indicates that it was filed late, on May 14, which he said would give those he represents additional time. Counsel for the station, on the other hand, maintains that the application was filed by the May 4 deadline and that time for filing protests has passed.

The Memphis group has been aided in building a case against the stations and in dealing with them by the United Church of Christ, which has given that kind of help to scores of citizens groups around the country dissatisfied with local broadcast service.

Mr. Black said representatives of the church, including Dr. Everett Parker, head of its Office of Communications, helped in evaluating the results of a monitoring study of the stations in preparing the petitions to deny the WHBQ-TV and WREC-TV applications. The petitions, which were drafted by the Memphis group, were put together over a 24-hour period, according to Mr. Black.

Mr. Black indicated the Memphis blacks are interested in reaching a negotiated settlement with the stations rather than in opposing their renewal applications. He was scheduled to talk to representatives of WHBQ-TV on Friday (July 10) and with officials of the other two stations this week.

The petitions to deny that have been filed accuse WREC-TV and WHBQ-TV of failing to serve the needs and interests of the public at large and of the Memphis blacks—who comprise 39% of the city's population—in particular. They said the stations provide a paucity of locally originated programming—8.3% of 131 hours weekly, in the case of WHBQ-TV, 11% of 127 hours in the case of WREC-TV—and largely exclude blacks from local programs and virtually ignore their interests in news and public affairs programs. They said most news programs on the stations that deal with blacks involved crime, civil disorder or like situations.

In discussing the stations' employment practices, the petitions say WREC-TV, with an employment roster of 60, has six blacks on the payroll and that 12 of WHBQ-TV's 77 full-time employees are black. Apart from the numbers, the Memphis group is concerned over what they say is the lack of blacks in managerial positions at either station.

Mr. Black said his talks with M. E. Greiner Jr., vice president and general manager of WMC-TV, stalled principally on the issue of employment practices and on the station's refusal to incorporate its commitment to the group in the license-renewal application.

Mr. Greiner said that Mr. Black had made some "very strong" demands that would affect the economy of the station and its programming, and that he

A new gimmick in minority protest

Fired as radio newsmen, Mexican-American asks FCC to award him damages

Domingo Nick Reyes, a veteran radio personality and a leader in a Mexican-American antidefamation committee, is seeking something new of the FCC in a discrimination complaint filed in his behalf last week.

He complained that Post-Newsweek's WTOP(AM) Washington, an all-news station, fired him last December from a job as a news announcer he had held for three months because of his "national origin"—a charge denied by the company.

However, he is not seeking reinstatement; the petition says he feels the complaint would "impair his effectiveness as an employee." Rather, he is seeking \$5,000 restitution.

The petition notes he has been out of work since being fired and has incurred legal expenses in asserting his civil right to be free from discrimination. He has filed complaints with the Equal Employment Opportunities Commission (against not only the station but the American Federation of Television and Radio Artists for not supporting him) and with the Human Relations Commission of the District of Columbia.

The petition, which was filed under the terms of the commission rules barring discrimination in employment on grounds of race or national origin, points out that the commission can adopt remedies other than nonrenewal of licenses to deal with cases of discrimination. Monetary considerations, the petition adds, are one possible alternative.

Commission attorneys are not so sure. One, who had not seen the petition,

did not feel free to accede to them without consulting his superiors. Then, referring to Mr. Black's assertion that a petition to deny would be filed, said: "We're willing to negotiate, but we'll get along better without threats."

Newspaper combines get House blessing

The House of Representatives last week approved legislation that would exempt from antitrust laws all 22 existing joint operating agreements between separately owned newspapers in the same city, and would permit future agreements if one of the papers is in

said he "cannot conceive of any basis" on which the commission could order the station to pay damages.

Besides restitution, Mr. Reyes is asking the commission to order WTOP to employ "one or more Mexican-Americans, preferably as performers," and to institute training internships for Mexican-Americans.

The petition says the station fired Mr. Reyes with the explanation that his private activities on behalf of the civil rights of Mexican Americans "undercut his objectivity or appearance thereof."

Mr. Reyes, who has experience as a radio announcer and a disk jockey, is executive director of the National Mexican American Antidefamation Committee, which has been active in opposing what it considers derogatory stereotypes used in media to depict Mexican-Americans.

Since Mr. Reyes' firing hinged on his activities as a Mexican-American, the petition states, "his firing grew directly out of his national origin."

Dan Gold, vice president for business affairs for Post-Newsweek Stations, denied that the stations have discriminated against Mr. Reyes or anyone else. He said Mr. Reyes was "let go because he could not meet the qualifications of a radio newscaster." He said Post-Newsweek would elaborate on that assertion in its response to the petition.

He also said WTOP-AM-FM-TV have an "exemplary record" in minority-group employment, although they employ no Mexican-Americans. Of 297 employees, he said, 50 are Negro and one is an Oriental—and they are found in a wide variety of jobs.

Furthermore, he said, the stations maintain training programs for minority-group members interested in broadcasting as a career.

He added that the petition provided the first information the company had of the petitions Mr. Reyes is said to have filed with the EEOC and Washington's Human Relations Commission.

"probable danger" of financial failure.

The "newspaper preservation bill," which has passed the Senate in similar form, was approved by a vote of 292-to-87. A Senate-House conference committee is expected to have no difficulty in reconciling the differences between the two bills.

The bill would permit newspapers to combine their printing facilities, clerical and administrative staffs, to pool profits and to set joint advertising rates, while maintaining separate editorial operations. Rate-fixing and profit pooling have been declared unconstitutional by the Supreme Court, but the bill would nullify those decisions.

Part of Capcities package comes in

To beat deadline on new FCC transfer charges, major pieces of Triangle acquisition are filed

Applications for the transfer of five of the nine stations involved in the \$110-million Triangle-Capital Cities Broadcasting transaction have been filed with the FCC—apparently in time to escape the new FCC fees on transfer applications.

The applications for Triangle's WFIL-TV Philadelphia; KFRE-TV Fresno, Calif., and WNHC-AM-FM-TV New Haven, Conn., have been filed. Four others, for WFIL-AM-FM and KFRE-AM-FM, are to be submitted later.

Capcities is buying the package, along with Triangle's program-syndication division, but will spin off the Triangle radio outlets and sell two of its own VHF TV stations (with one UHF satellite) to comply with FCC multiple-ownership rules.

Applications for assignment of the Capcities TV licenses involved have also been filed with the FCC. Capcities' WTEN(TV) Albany, N. Y., and satellite WDCD(TV) Adams, Mass., will be sold to Poole Broadcasting for \$19 million. Poole owns WJRT-TV Flint, Mich., and WPRI-TV Providence, R. I. Capcities' WSAB-TV Huntington, W. Va., will go to group-owner Lee Enterprises for \$18

million.

Triangle's TV's are being assigned directly to Capcities. However, WNHC-AM-FM are being assigned to the ultimate buyers designated by Capcities—respectively Westerly Broadcasting Co. and Metro Connecticut Media Corp. Capcities requested this procedure.

The newly adopted FCC rules raising commission fees (BROADCASTING, July 6) should have no effect on the applications that have been filed, Capcities counsel said last Thursday (July 9). He said that, although the rules become effective Aug. 1, assignment applications filed before July 1 are not subject to the fee increase. The Triangle and Capcities applications were quietly submitted on June 30. Those filed later will presumably be subject to the FCC's new fees—\$1,000 at time of filing of each application, 2% of the sale price if the application is approved.

Terms of the package transaction call for Capcities to put \$2.9 million down and pay \$29 million at the closing, with the balance to be paid in eight annual installments of \$10,125,000 each. Prices for the individual Triangle stations were not listed in the applications.

Following is a list of the agreements Capcities has made:

- WFIL-FM will go to John Richer, the station's manager, for \$1 million.

- WNHC(AM) is to be transferred to Westerly Broadcasting Co. (WERT-AM-FM Westerly, R. I.) for \$850,000.

- WNHC-FM will be spun off to the station's general manager, Robert Herpe, for \$125,000.

- KFRE(AM) will be sold to Walter Lake of McGavren-Guild-PGW for \$875,000.

- KFRE-FM is to be transferred to Richard A. Ingraham, Richard A. Wagner and Mr. Wagner's father, Richard W., for \$105,000. Mr. Ingraham formerly owned KLGs(FM) Los Gatos, Calif.—now KTAO(FM). Richard A. Wagner has been chief engineer and program director for KREP(FM) Santa Clara, Calif.

WFIL(AM) was to have been sold to Philadelphia Life Insurance Co. and a group of Philadelphia residents for \$12.5 million, but the deal fell through.

In another transaction, Triangle is selling the 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. Mr. Koehler will sell the radio stations, but buyers for them are still undetermined. None of these sales have reached the FCC.

In its balance sheet as of April 18, Triangle listed total assets of \$192.8 million, of which \$87.5 million are current assets. Pro-forma figures giving effect to the sale of the nine stations to Capcities showed Triangle expects to have total assets of \$290.1 million, of which \$114.8 million will be current.

Capcities had total assets of \$106 million—of which \$25 million were current assets—as of March 31.

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Changing Hands

Announced:

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

- KFDX-TV Wichita Falls, Tex.: Sold by D. A. Cannan Sr., D. A. Cannan Jr. and Howard Fry to Clay Broadcasting Corp. of Texas for \$5.2 million plus certain adjustments. Clay Broadcasting is a subsidiary of Charleston (W.Va.) *Daily Mail*. Lyell B. Clay is chairman of the newspaper. Buyers own WWAY(TV) Wilmington, N.C. KFDX-TV is an NBC-TV affiliate on channel 3 with 100 kw visual and an antenna height of 1,000 feet above average terrain. Broker: Blackburn & Co.

- KRIZ(AM) Phoenix: Sold by John Wheeler and associates to Doubleday Broadcasting Inc. for \$1,050,000. David G. Scribner is president of Doubleday

Broadcasting, owned by book publishers Doubleday & Co. The Doubleday stations are: KOSA-TV Odessa-Midland, KR0D-AM-TV El Paso, KITE-AM-FM Terrell Hills-San Antonio and KDTV(TV) Dallas, all Texas; KDEF-AM-FM Albuquerque, N.M.; KRNO(AM) San Bernardino, Calif., and KHOW-AM-FM Denver. KRIZ is full time on 1230 kc, with 1 kw day and 250 w night. Broker: Hogan-Feldman Inc.

▪ KUBA(AM) Yuba City, Calif.: Sold by Sidney A. and Della G. Grayson to David M. Jack and others for \$300,000. Mrs. Grayson is stockholder in Grayson Television Inc., applicant to buy construction permit for KRAQ(TV) (ch. 15) Sacramento, Calif. Buyers own KUDY(AM) Spokane, Wash., and KLIQ-AM-FM Portland, Ore. KUBA is full time on 1600 kc with 5 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

▪ WGLC-AM-FM Mendota, Ill.: Sold by Mr. and Mrs. John F. Hurlbut and others to Mr. and Mrs. Michael Ross for an aggregate \$165,000. Mr. and Mrs. Hurlbut are majority owners of WVMC(AM) Mount Carmel and WEIC-AM-FM Charleston, both Illinois, and are buying WSAB(FM) Mount Carmel, subject to FCC approval. Mr. Ross is manager of WGLC-AM-FM. WGLC is a daytimer on 1090 kc with 250 w; WGLC-FM is on 100.9 mc with 3 kw and an antenna height of 98 feet above average terrain. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 58).

▪ WOCB-AM-FM West Yarmouth, Mass.; WDOS(AM) Oneonta, N.Y., and WVPO-AM-FM Stroudsburg, Pa.: Sold by Ottaway Newspapers-Radio Inc. to Lyndon R. Boyd, Eugene J. Brown, Chester Miller, Al Sayres, Ronald Dreschler and others for \$765,000. Ottaway owns newspapers in Massachusetts, New York and Pennsylvania, which are being acquired by Dow Jones & Co. for stock valued at \$36 million (BROADCASTING, May 11). James H. Ottaway Sr. is president of the Ottaway organization. Mr. Boyd is retiring president of the Ottaway Newspapers Division and Mr. Brown is retiring vice chairman of the Ottaway board. Messrs. Miller, Sayres and Dreschler are managers of WOCB, WDOS and WVPO, respectively. WOCB is full time on 1240 kc with 1 kw day and 250 w night; WOCB-FM is 94.9 mc with 13.5 kw and an antenna height above average terrain of 255 feet. WDOS is a daytimer on 730 kc with 1 kw. WVPO(AM) is a daytimer on 840 kc with 250 w; WVPO-FM is on 93.5 mc

with 330 w and an antenna 777 feet above average terrain.

▪ WISE(AM) Ashville, N.C.: 90% sold by John Lee Davenport and others to Charles H. Reynolds for \$475,000. Sellers own WKYE(AM) Bristol, Tenn. Mr. Reynolds is general manager and 10% stockholder of WISE. WISE is full time on 1310 kc with 5 kw day and 1 kw night.

▪ WKHM-AM-FM Jackson, Mich.: Sold by Mrs. Nellie M. Knorr and others to Edward A. Wheeler and others for \$470,000. Mrs. Knorr controls Jackson Television Corp., permittee of WKHM-TV (ch. 18) Jackson. Mr. Wheeler has interest in WEAW-AM-FM Evanston, Ill., and KMO(AM) Takoma, Wash. WKHM is full time on 970 kc with 1 kw; WKHM-FM is on 106.1 mc with 20 kw and antenna 180 feet above average terrain.

Time-Life extends Manhattan CATV ties

Sterling Communications Inc. and Time-Life Broadcast Inc., both New York, co-owners of Manhattan Cable Television, have agreed to an exchange of stocks that will give Time-Life a 44% interest in Sterling Communications.

Under the agreement, Time-Life Broadcast will trade in its 49% interest

(on a fully diluted basis) in Manhattan Cable for shares in Sterling Communications. Present stockholders of Sterling will retain a majority (56%) of the company's outstanding securities, according to Charles F. Dolan, president of Sterling.

There are approximately 1.1-million shares of Sterling outstanding, giving Time-Life Broadcast about 480,000 shares. Sterling is traded over the counter and recent quotations have been about \$5 per share.

Sterling and Time-Life Broadcast have been partners in building and operating Manhattan Cable, the CATV system in the southern half of the borough of Manhattan, New York City, for the past five years.

In addition, Sterling has franchises, through various subsidiaries and affiliates, for cable systems in Nassau, Suffolk, Westchester and Rockland counties in the suburbs of New York.

New CBS affiliate

WMOA(AM) Marietta, Ohio, owned and operated by Major Minor Corp., and formerly affiliated with NBC Radio, joined CBS Radio on July 1. Station is fulltime on 1490 kc with 1 kw day and 250 w night.

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Church wants rules on hiring stiffened

FCC is asked to ignore EEOC requirements, instead aim for 'job categories'

The United Church of Christ last week asked the FCC to amend the rules adopted by the commission in May to strengthen its policy of promoting equal-employment opportunities in broadcasting (BROADCASTING, May 25).

The rules require broadcasters to file annual statistical reports on employment

with the commission and report on equal-employment opportunity programs. The rules followed a commission order in June 1969 barring discrimination in the industry—an order prompted by the Church of Christ in 1968 (BROADCASTING, July 8, 1968).

In a joint petition for reconsideration of the rules, the United Church of Christ and the United Presbyterian Church recommended that the job categories used in broadcasters' annual employment reports be "similar to those used in their internal records and other reports in the industry, and often used in renewal applications." It added that the "irrelevance of the EEOC (Equal Employment Opportuni-

ty Commission) system of job categories" would make it "impossible to discern patterns of job discrimination."

In its petition last week the Church of Christ asked the commission to amend its May order by substituting for the EEOC system the categories it suggested to the commission in comments last October. These include major department heads, traffic/continuity, on-the-air talent and cameramen.

The FCC proposed use of the EEOC system in the rules it adopted last May. It acknowledged that the EEOC categories are "generalized and no particularly suited to the broadcast industry" and said the system used by the National Association of Educational Broadcasters would be more "pertinent." However, the FCC said the EEOC categories "would allow inter-industry comparisons and would simplify reporting." The commission said it was reluctant to require stations now using the EEOC categories to submit a parallel report with a different job breakdown.

CBS spin-off group names its echelon

Forsling, Leahy, Sternbach appointed to vice president posts in new company

Richard Forsling, James M. Leahy and Paul N. Sternbach were designated last week as three new vice presidents of the new, publicly held company into which CBS plans to spin off its domestic cable-TV and international syndication operations (BROADCASTING, July 6).

Mr. Forsling will have primary responsibility for CATV and future expansion and will also be involved in other activities to be developed by the new company; Mr. Leahy will be vice president for finance and administration, responsible for the planning, treasurer and controller activities and with administrative duties including employee relations, facilities and support services; Mr. Sternbach will be vice president and general counsel.

The appointments, which had been anticipated ("Closed Circuit," July 6), were announced Monday (July 6) by Clark B. George, who moved from the presidency of the CBS Radio Division to become president of the as yet unnamed new company.

Mr. Forsling has been executive vice president of the CBS Television Services Division since May 1969 and in recent months has also had direct responsibility for all of CBS's CATV operations. He joined CBS in 1952 as a member of the law department and has also served in the CBS-TV Stations Division as well as the services division.

Mr. Leahy has been CBS controller since June 1967. He has been with CBS since 1960 in a number of posts including assistant to the vice president for finance, vice president for administration and controller of the CBS Laboratories Division; CBS budget director, and director of financial analysis for the CBS Radio Division.

Mr. Sternbach has been CBS general attorney, governmental affairs section since 1969. He was in private practice in New York from 1957 until he joined the CBS law department in 1962 as an attorney in the radio section. He became senior attorney in 1964 and assistant general attorney, broadcast section, in 1966.

New cable firm formed in G N Communications

The continued expansion of cable television and its future applications has prompted the organization of G N Communications, headed by Geoffrey M. Nathanson, former executive vice president of Harriscope Cable Corp., Los Angeles.

The new company will develop broadband communications systems and the related hardware, according to Mr. Nathanson. He said the firm was primarily interested in providing, via cable TV, services beyond the present system capacities.

"With closed-circuit channel capacity virtually unlimited, a myriad of services will be available for business and home owners," he says. "These services will be provided to residential and commercial customers via coaxial cable."

Mr. Nathanson notes that his firm will not be concerned with producing the software, the programs, for the system; the firm has contracted with outside companies for that service. The University of California is starting preparations on three education courses for use by G N Communications. He also envisions several "blue-sky" applications for cable TV, including burglar- and fire-proofing homes. "We expect within a year to have developed the necessary terminal to enable us to 'interrogate' a home with sensors that would be activated by movement, heat or smoke," Mr. Nathanson continues. "Aside from bringing the viewer specialized programs, we also expect to have developed a simple two-way com-



Mr. Forsling



Mr. Leahy



Mr. Sternbach

munications path between a program source and its audience."

According to the firm's president, a trial program is being prepared in six major markets using 26 channels. Some of the arrangements for systems use are being made with Cypress Communications Corp., Los Angeles, which merged with Harriscop Cable in May, to use some of their systems in the test.

Joint ownership study? No thanks, FCC says

The FCC politely rejected last week a proposal to establish a government-industry task force that would study the commission's newest one-to-a-market proposal.

The joint task force scheme was advanced last month by the Washington law firm of Pierson, Ball & Dowd and 10 broadcast licensees who are skeptical of the assumptions on which the commission based its actions aimed at diversifying media ownership within markets (BROADCASTING, June 15).

The commission's proposal would give present licensees five years to reduce their holdings in given markets to an AM-FM combination, a television station, or a newspaper.

The commission said it was "sincerely interested in all research that bears on the fundamental problems of multiple ownership," but said it was "of the view that it should not jointly sponsor the type of task force you have suggested." However, the commission said it would be agreeable to the petitioning parties conferring with "appropriate members of the commission's staff."

The commission offered to make its staff available "for comment on the proposed methodology and relevancy of any proposed study," but added that in so doing it was "making no commitment on the validity, interpretation or weight to be assigned to any studies or findings."

No further extensions will be granted for any proposed research on the one-to-a-market proposal, the commission said, noting that recently extended deadlines for comments and reply comments in the proceeding are respectively Jan. 15 and Feb. 12, 1971.

All of Nevada joins NAB

Nevada is the first state to have 100% radio and television station membership in the National Association of Broadcasters, NAB President Vincent T. Wasilewski announced last week. The membership drive resulted in 34 stations joining NAB with all of the Donrey Broadcasting outlets becoming NAB members—two TV and three radio outlets in Nevada, plus the group's five properties in Texas and Arkansas.

KRLD-TV finds a new name

KRLD-TV Dallas has changed its 21-year-old call letters to KDFW-TV in conjunction with the \$91-million merger of the Times Herald Printing Co. and Times Mirror Corp., which was completed July 1.

The merger of Times Herald, publisher of the *Dallas Times Herald*, into Times Mirror (*Los Angeles Times*) also included KRLD-AM-FM-TV. The radio stations were spun off for \$6,750,000 to Philip R. and Kenneth A. Jonsson and Mrs. George V. Charlton, sons and daughter of Dallas Mayor John Erik Jonsson (BROADCASTING, May 18).

In a joint statement Otis Chandler, vice chairman of Times Mirror, and James F. Chambers Jr., president and publisher of Times Herald, said that the Dallas newspaper and KDFW-TV—a channel-4 CBS-TV affiliate—will continue as a Texas corporation staffed by the same personnel.

Times Mirror issued 1.8-million convertible preferred shares in exchange for the Texas company. The shares have the annual dividend of 70 cents and are convertible into 1.111 shares each of Times Mirror stock, equivalent to 1,999,800 common shares.

CATV assistance group donates to six on Hill

Four senators and two representatives (two Republicans and four Democrats) have been the beneficiaries of the first outlays by a CATV war-chest group, according to a report on political donations filed with the clerk of the House of Representatives.

The organization is the year-old Political Action Committee for Cable Television, formed and headed by Martin F. Malarkey Jr., a Washington cable-TV consultant, who was the first president and founder of the National Cable TV Association. NCTA has nothing to do with the fund-raising group.

PACCT reported that the following disbursements had been made, and that others had been authorized but not yet issued: Senators Hugh Scott (R-Pa.), \$1,200; Henry M. Jackson (D-Wash.), \$500; Howard W. Cannon (D-Nev.), \$500; Hiram L. Fong (R-Hawaii), \$200; Representatives Robert O. Tierman (D-R.I.), \$500, and Clarence D. Long (D-Md.), \$100.

Senators Scott, Jackson and Cannon are members of the Communications Subcommittee of the Senate Commerce Committee, the arm of the Senate that deals with broadcasting and CATV legislation. Senator Fong is a member

of the Senate Judiciary Committee, which deals with copyright issues, a major concern to the CATV industry. Mr. Tierman is a member of the Communications Subcommittee of the House Commerce Committee, which also deals with broadcast and CATV legislation in that body. Mr. Long is a member of the House Appropriations Committee.

The PACCT report indicated that it had raised almost \$34,000 from 200 CATV supporters. Among those donating the largest sums were Robert Baum, Vikoa Inc., \$2,000, and Robert Beisswenger, Jerrold Corp., \$1,000. Both made their contributions in their own names, but both firms are major manufacturers of CATV equipment as well as leading multiple system owners.

McKinnon fears forfeit in battle with the FCC

A new director of the radio board of the National Association of Broadcasters has sounded a call to his constituents to get busy and see and write their congressman and senator.

He's Don McKinnon, KSON(AM) San Diego, son of former broadcaster, publisher and ex-Congressman Clinton D. McKinnon, who told his 16th NAB district members: "There is a crisis for broadcasters in Washington. We are losing the battle with the FCC and Congress by default."

The reason for this, Mr. McKinnon says, is that hardly any broadcaster is in contact with his legislator.

Referring to the FCC's proposed one-to-a-market rule applying to present owners, Mr. McKinnon said: "Once they have radio, TV and newspapers split up, then insiders say the commission will go after splitting the AM and FM operations. Some people say those persons hidden deep inside the FCC are eventually proposing to have present owners divested of their interests after the above is accomplished."

In his memorandum which went to NAB members and non-members alike in his district, Mr. McKinnon notes also some of the other major problems confronting broadcasters: political time rates, license fees, payment for recording artists. He concluded with a call to join the NAB "to keep informed. . . ." "Support the organization that is working to support you," he said.

Headquarters move

WGN Continental Broadcasting Co., Chicago, has moved West Coast offices from Century City, Calif., to Los Angeles. Included in the move are WGN Televents Inc., CATV subsidiary and WGN Continental Productions Co. New address is Suite 2640, 1900 Avenue of the Stars, Los Angeles 90067. Telephone: (213) 553-6500.

Wasilewski sees public stake in air freedoms

In remarks before the California Broadcasters Association last week, National Association of Broadcasters President Vincent T. Wasilewski warned that if the public is not made aware of the many dangers facing broadcasters as the result of governmental activities, it stands to lose radio and television to government control.

The public, Mr. Wasilewski said, "does not understand the direct dependence of freedom on economic viability; it does not understand the dangers—for it—of breaking the industry into small and easily manageable little pieces. It does not understand that if the news professionals in broadcasting do not make the decisions about news collections and presentation, the government will."

He added: "The people have bought the misstatement that when broadcasting is fighting for its economic viability, it is solely and greedily trying to preserve or expand its profits.

"Broadcasting in this country will not remain free unless we convince the people of this country that it should; that many of the battles we fight are in their name; and that, while the government has a right to regulate us in the public's name, just as certainly we have a right to watch over the government in the people's name," Mr. Wasilewski concluded.

IATSE walkout continues at Metromedia

The strike by engineers and other technicians at two Metromedia Inc. stations, WNEW-TV New York and WTTG-TV Washington, continued through its seventh week last Friday (July 10), though broadcast operations have continued uninterrupted.

Sessions have been held in New York for the past several weeks with both the New York State Mediation Service and the U.S. Mediation Service, but last Thursday (July 9) the talks were terminated until August. A Metromedia spokesman said the company was willing to continue mediation without conditions, but that the unions insisted on imposing conditions as a prerequisite to further discussions.

The main issue appears to be the manning of automated and computerized equipment. The unions, New York Local 794 and Washington Local 819 of the International Alliance of Theatrical Stage Employees, have claimed that Metromedia wants to have the technicians double up on jobs and pave the way for a reduction in the force. Metromedia has insisted that it is not seeking to eliminate jobs, but wants to

have the right to shift personnel from one assignment to another.

The strike has affected approximately 75 workers in New York and 50 in Washington.

Supervisory and nonunion employees have been substituting for the strikers, and on-the-air operations have been maintained throughout the walkout.

TVB figures show more TV viewing

Television-viewing levels for the first six months of 1970 amounted to a new high of an average six hours and five minutes each day, topping the comparable record period of 1969 by nine minutes, according to the Television Bureau of Advertising.

Using A. C. Nielsen Co. as its source, TVB reported last week that in the average television household more than a quarter of the day is spent with television and "it is not only the most popular of all advertising media with the American public—it grows more popular all the time."

Harvey Spiegel, TVB vice president, sales and marketing, noted that four of the six months to date set individual records. Record viewing, he said, was achieved in January, February, April and June. Listed are the viewing levels for the first six months of 1970 versus 1969:

	1969	1970
January	6:35	6:58
February	6:28	6:36
March	6:19	6:15
April	6:53	6:06
May	5:15	5:20
June	5:04	5:15

NAB drops cable group for new CATV committee

The National Association of Broadcasters announced last week that it was disbanding its ad hoc CATV negotiating committee and that a new special CATV committee would be appointed soon.

The existing committee, which was headed by Bill Fox, KFMB-TV, San Diego, was organized a year ago to try to come to some accommodation with the National Cable Television Association. None ever was.

The new committee, to be named by NAB President Vincent T. Wasilewski soon, was ordered established by the executive committee of NAB, following the adoption of a resolution by the joint boards at a meeting in Washington last month which called on Congress to assert jurisdiction over the interaction of CATV and over-the-air broadcasting.

Educational broadcasters to study abroad

Four educational broadcasters will spend a year abroad studying and working with the national broadcast organizations of The Netherlands, Denmark, Australia and Great Britain under the American Fellowships Abroad program sponsored by the Corp. for Public Broadcasting.

Chosen under the 1970-71 program were:

Michael J. Ambrosino, associate director of programing at WGBH-TV Boston, who will be with BBC Television in London; Peter L. Anderson, producer-director at WEDH-TV Hartford, Conn., who will participate in TV production at Danmarks Radio in Copenhagen; William S. Giorda, program manager at KUT-FM Austin, Texas, who will work with the radio division of the Australian Broadcasting Commission, and Frank A. Millsbaugh, former general manager and program director at WBAI(FM) New York and now with the Pacifica Foundation, who will work with Radio-Netherland in Hilversum, Holland.

The CPB fellowship covers salary and traveling expenses to and from each foreign country.

WBNX DJ is cleared of payola, perjury

Pablo Raul Alarcon, a disc jockey for WBNX(AM) New York, was acquitted by a jury in the U.S. district court in New York last week of charges of perjury and accepting payola.

Mr. Alarcon was indicted on the charges by a federal grand jury in New York in 1968 as a result of closed FCC hearings held in 1966 and 1967. At the same time, three other disk jockeys, Hippolito Vega, also of WBNX, and Rafael Diaz Guitierrez and Freddy Baez, both of WHOM(AM) New York, were indicted by the grand jury on the same charges. All denied accepting payola during the FCC hearings and the indictments followed.

Spokesmen for WHOM and WBNX said last week that the cases of the three other disk jockeys have not come to trial.

They reported all four men were suspended from air work after the indictment but were reinstated following the outcome of an arbitration proceeding. Mr. Alarcon and Mr. Vega both have left WBNX.

The supplemental license-renewal applications of WBNX and WHOM have been deferred pending the outcome of the trials (BROADCASTING, May 22, 1969).

Bold response is asked to attacks on radio-TV

James E. Duffy, president, ABC-TV network, last Thursday (July 9) urged that broadcasters shed their "timidity" and begin to respond forcefully "to a seemingly endless succession of attacks."

Calling broadcasters the "cohesive force" in the country, Mr. Duffy outlined a four-point plan that would, he suggested, enable broadcasters to communicate the industry's positions with

a singular voice.

"It seems both an irony and a waste that this greatest of communications media can communicate everything but its own positiveness—its own tremendous contribution to our society," Mr. Duffy lamented to the California Broadcasters Association session in Monterey.

He suggested that broadcasters: keep local, state and federal officials apprised of broadcasting's contributions to society, set up speaking engagements at public meetings, write guest columns

for local newspapers and use on-air spot announcements to herald accomplishments of the medium.

N.Y. state look at CATV

New York Governor Nelson A. Rockefeller has asked the state Public Service Commission to begin a "comprehensive investigation" of CATV systems in the state. Specifically, he wanted a report, which is due Dec. 1, of the extent to which CATV services are being provided, their cost and quality.

Programming

What now for Carl McIntire?

Right-wing preacher faces lonely legal fight as fairness-doctrine ax falls on WXUR-AM-FM

Dr. Carl McIntire, whose *20th Century Reformation Hour* is carried by several hundred radio stations across the country and who is known for his vigorous support of right-wing causes, religious and political, has never been regarded as one of the broadcasting industry's leaders. But it is a virtual certainty that he will go into court to champion broadcasters' First Amendment rights.

Dr. McIntire would be appealing an FCC decision which was dismaying to broadcasters—the commission's denial of renewal of licenses for WXUR-AM-FM Media, Pa., owned by the Faith Theological Seminary, which he heads (BROADCASTING, July 6). It was the first time the commission denied renewal on grounds that involved violations of the fairness doctrine and the doctrine's personal-attack principle.

The commission, which acted on a 6-to-0 vote, also held that the stations had departed in a substantial manner from the programming proposals the licensee had made, and that the licensee had failed to ascertain the community's needs and interests or to demonstrate that it had met those needs and interests. What's more, the commission said that "any of the violations would alone be sufficient to require denying the renewals. . . ."

Thus, the case is, as Commissioner Robert E. Lee, who supervised the writing of the decision, described it, "a landmark." Once before a station lost its license after a hearing involving alleged fairness-doctrine violations—but the station was WLBT(TV) Jackson, Miss., and it was stripped of its license only after the U.S. Circuit Court of Appeals in Washington overturned the

commission's order granting the station's renewal application (BROADCASTING, June 30, 1969).

(For those with long memories, the WXUR case recalled decisions 40 years ago and more of the Federal Radio Commission, which preceded the FCC, denying renewal applications of three licensees who had been charged with operating stations to serve their private interests and with making personal attacks, including some based on mis-

statements of fact. However, the concept of fairness had not yet been developed, and there is no indication whether the commission would have acted differently if the licensees involved had afforded time for reply to the personal attacks.)

Dr. McIntire last week made it clear the WXUR decision would be appealed "step by step all the way to the top"—to the Supreme Court, if necessary. "We'll raise the question of the constitutionality of the fairness doctrine as being construed in this action," he said. "It represents a question of free speech and the free exercise of religion." Both are guaranteed by the First Amendment.

Dr. McIntire feels that the commission decision, if allowed to stand, would mark the end of the kind of gospel preaching he says he does—that which "deals with iniquity and wickedness and seeks to promote righteousness." He fears stations that carry his *Reformation Hour* will be intimidated by the decision into dropping it.

Dr. McIntire indicated last week he would welcome broadcast-industry support in seeking to reverse the decision. But there was no immediate sign he would receive any. National Association of Broadcasters officials said they had not had a chance to focus on the case, let alone consider whether the association should enter it, although they recognized, as one put it, that the decision will "scare" broadcasters.

They indicated uneasiness about the case. There is some feeling that the case—involving a station that feeds listeners a steady diet of right-wing commentators and relies largely on call-in



Dr. McIntire

and interview programs to provide balance on controversial issues and that has been accused of hostility to blacks—is not the best one on which to go to court.

And, as one NAB official put it, "All the lawyers in town are gun-shy after Red Lion." The Supreme Court's decision in the Red Lion case, in which the broadcasting industry had challenged the constitutionality of the fairness doctrine and the personal-attack rules adopted to implement portions of it, last year not only affirmed the doctrine and the rules, but also indicated that the commission had more authority over programming than it had previously asserted (BROADCASTING, June 16, 1969).

(There is a direct link between the *WXUR* and Red Lion cases—John H. Norris. Mr. Norris, president and director of *WXUR*, is general manager of *WGCB(AM)* Red Lion, Pa., which is owned by his father and which, with the Radio Television News Directors Association, brought the cases that led to the Supreme Court decision upholding the fairness doctrine.)

However, if the Red Lion decision dampens the enthusiasm some communications attorneys might otherwise have for challenging the commission on the fairness issue in court, it evidently will play a central part in the effort to overturn the commission's decision against *WXUR*.

In a pleading filed with the commission last week, Benedict P. Cottone, counsel for the station, quoted a passage from the decision asserting that the court, in passing on the constitutionality of the doctrine, was not "envisioning the most extreme applications conceivable" or ratifying "every past and future decision by the FCC with regard to programming."

Then he suggested that the *WXUR* decision was one that the high court would agree would raise First Amendment issues. *WXUR*, he said, will contend "that the commission . . . has for the first time applied or interpreted the fairness doctrine, by a multitude of rulings which are wholly unprecedented, inconsistent with past rulings and declarations, in a manner which makes the doctrine nothing more than a vehicle for purely subjective judgments by seven commissioners and/or their staff.

"*WXUR* will demonstrate," he added, "that, as applied here, the commission has given itself, in defiance of the Supreme Court's ruling, 'the free hand to vindicate its own idiosyncratic conception of the public interest [and] of the requirements of free speech.'"

The pleading was a request for waiver of a rule limiting the length of petitions for reconsideration to 25 double-spaced typewritten pages. *WXUR* requested permission to file a 100-page petition—because, as Mr. Cottone said,

CBS decries BMI fixed rates

Network says \$800,000 it paid in 1969 could have been negotiated directly with writers

CBS Inc. told a federal court in New York last week that Broadcast Music Inc. is guilty of "violations of law so flagrant and unremitting" as to make its copyright claims unenforceable.

But CBS denied any desire to use BMI music free of charge and said it was willing to pay for the music it uses, pending settlement of current rate litigation and subject to certain conditions, on the same basis that BMI pays its authors and publishers for the same uses.

The CBS position was contained in an 84-page memorandum and more than 50 pages of supporting affidavits plus 10 exhibits filed in opposition to BMI's motion asking that CBS-TV be required to pay BMI 70% as much as it pays the American Society of Composers, Authors and Publishers until CBS's rate suit against both music-licensing organizations is cleared up (BROADCASTING, June 8).

Arguments on the motion were scheduled to start Friday morning (July 10) before Judge Morris E. Lasker of the U.S. Southern District Court in New York. Judge Lasker has been assigned to preside over trial of the suit in which the motion was filed: CBS's effort to force BMI and ASCAP to issue licenses under which CBS-TV would pay for music on a per-use basis rather than the traditional blanket licenses for which broadcasters pay a percentage of their time sales.

ASCAP also opposed BMI's motion for interim fees equal to 70% of ASCAP's, contending the two should not be related. It denied—as did CBS—BMI's contention that CBS-TV uses 70% as much BMI music as ASCAP music. And it argued once again that BMI is a tool used by broadcasters to depress music prices.

In a reply affidavit late Thursday (July 9) BMI contended CBS was trying to obscure the "very simple issue" that BMI should be paid in the same manner that ASCAP is paid so that

BMI can remain competitive with ASCAP while the suit is being tried. CBS's counter-proposal to pay rates specified in BMI's royalty schedule, BMI contended, is "anti-competitive," underestimates the royalty payments BMI actually makes and would reduce BMI revenues even further.

CBS's memorandum claimed that "BMI, as exclusive selling agent for 29,000 natural competitors [BMI-affiliated writers and publishers], is as obvious a combination in restraint of trade as has ever been made a defendant to an antitrust action.

"When it exacts from broadcasters uniform rates for the use of its affiliates' songs, it fixes the price of competitors' music; when it refuses to deal with prospective licensees, it boycotts on behalf of its affiliates; when it refuses to deal except on blanket or per-program terms, it is guilty of 'tying' and other forms of misuse condemned in [the court decision in a suit brought by Zenith Radio against Hazeltine Research], and when it asks this court to punish [CBS] for refusing to accept those terms, it invokes the court's equity powers for the perpetuation of its illegal acts."

Much of the 84-page memorandum was devoted to legal arguments, analyses and citations in support of those charges.

CBS divided the BMI repertory into two categories, "accessible music" (that which, like background and theme music for filmed series, CBS might obtain directly from the BMI affiliates rather than from BMI itself) and "inaccessible music" (that which could not be negotiated directly because of the large number of affiliates involved and the shortness of time in which to conduct negotiations for music selected for use on programs).

The memorandum said CBS-TV uses both categories in about equal parts but charged that to get rights to the "inaccessible"—which it said is essential to

it plans "lengthy discussion and exhaustive legal analysis" of contentions that the commission has unconstitutionally dealt "a death sentence" to a licensee in the name of the fairness doctrine by making subjective judgments:

"As to the offensiveness *per se* of particular forms of speech or utterances broadcast by a license in particular

types of programs.

"That particular speech constitutes discussion of a controversial issue of public importance.

"That particular utterances constitute personal attacks upon the honesty, character, integrity or like personal qualities of an identified person or group."

WXUR can also be expected to rely

the survival of CBS-TV programs and therefore to the network itself—CBS must take a blanket or per-program license covering the “accessible” as well the “inaccessible.”

CBS cited court decisions holding that “a refusal to license one or more copyrights unless another copyright is accepted” is “illegal.”

Supporting affidavits by Donald Sipes, CBS-TV vice president for business affairs and planning; Michael Dann, CBS-TV senior vice president for programming (who leaves that post July 15 to become vice president of Children’s Television Workshop), and producers Robert Precht (*Ed Sullivan Show*), Robert H. Shanks (*Merv Griffin Show*), and Robert F. Shea Jr. (*Glen Campbell Show*) and Vice President Howard Rayfiel of Lucille Ball Productions (*Here’s Lucy*) underscored the importance of “inaccessible” music and the lack of time to find and negotiate directly with the copyright owners between the selection of music for a program and its taping.

CBS said its television network paid BMI \$1.6 million in 1969 for a blanket license and contended that, since about 50% of CBS-TV’s use of BMI was in the “accessible” category, approximately \$800,000 therefore represented “the extent to which competition [among writers and publishers with whom CBS might have negotiated directly] had been foreclosed.”

“Moreover,” the memorandum continued, “we are dealing here with amounts that are perpetuated year in and year out, so that the relevant figure is not simply \$800,000 . . . but the present value of paying that amount for many years.”

CBS reiterated its contention that the court decision in the Zenith/Hazeltine case requires CBS to grant its request for a per-use license.

As to BMI’s contention that the present relative rate structures put BMI at a competitive disadvantage enabling ASCAP to lure BMI affiliates into the ASCAP fold and thus endanger BMI’s existence, CBS said BMI had been growing more rapidly than its competitor and also has failed to identify “which, when or how many” affiliates it has lost.

It also suggested that BMI’s request for 70% of ASCAP’s rate was pre-

mature because CBS has paid ASCAP nothing this year and no interim ASCAP fees have been set.

Moreover, Donald Sipes, the CBS-TV vice president for business affairs and planning, contended in his affidavit CBS “does not intend to accept” the \$4.32 million suggested by District Judge Sylvester J. Ryan, in another proceeding, as the annual interim ASCAP fee for both NBC-TV and CBS-TV.

The best way to meet BMI’s desire to “maintain the status quo” between BMI and ASCAP, Mr. Sipes said, is by “paying BMI, in addition to [CBS-TV’s] fair share of BMI’s administrative expenses, the identical amount for each [CBS-TV] use that BMI now pays its own affiliates in respect of each such use, in accordance with the published BMI payment schedule.”

That schedule, he said, has a basic television network price of \$0.72 for each feature use in any program between 6 p.m. and 11 p.m. and in any musical variety program produced for television and shown between 11 p.m. and 1 a.m. Daytime feature uses themes, and background uses receive fractions of the \$0.72 price, he said.

The payments, he continued, are made both to the composer (or author-composer) and the publisher of the composition—\$0.72 to each in the case of a night-time feature use for example—and the total is multiplied by the number of interconnected network stations carrying the program. Thus the total payment for a night-time feature use on a 200-station network would be \$1.44 times 200 stations or \$288. On an interim basis, Mr. Sipes said, CBS would also pay a proportionate part of BMI’s administrative expenses.

But he also laid down some conditions to making payments on this basis: that CBS-TV’s payments entitle the network to use BMI music on the same terms contained in the last BMI-CBS agreement; that BMI modify its affiliation agreements to permit its affiliates to negotiate directly with CBS-TV rather than through BMI; that CBS-TV be relieved of paying BMI for music rights it negotiates directly with BMI affiliates, and that the amounts CBS pays BMI under this arrangement be adjusted retroactively to conform with whatever per-use terms may ulti-

mately be decreed in the case.

BMI, in a reply affidavit by President Edward M. Cramer, called the CBS proposal “both fallacious and pernicious, because it totally misconceives BMI’s distribution problems and methods and would greatly magnify ASCAP’s present competitive advantage over BMI.”

The royalty-payment schedule was inaccurately described by CBS, he said, and “does not reflect either the amounts received by BMI from the television networks or the amounts paid by BMI to its affiliates,” but rather is “merely a minimum rate schedule published by BMI in advance of its knowing exactly how much money it will have to distribute.”

He said “virtually all” affiliates BMI has lost to ASCAP recently made the move because of ASCAP’s promise “of very sizeable guarantees.” To remain competitive, he said, BMI must itself be able to offer “reasonable guarantees and bonuses as the circumstances warrant”—a procedure that he said is expressly permitted by the BMI consent decree.

But the CBS formula, he continued, would “freeze BMI’s revenues even below the level to which they have been artificially depressed by the conduct of CBS and the other networks.

“In 1969, when CBS was paying BMI only 23% as much as ASCAP, it was, by its own admission, using 60% as much BMI music as ASCAP music [on CBS-TV]. With such a disparity BMI cannot effectively compete with ASCAP. . . . Since CBS apparently foresees no sharp decrease in the usage of BMI music . . . yet proposes to freeze BMI payments below the late-1969, already depressed level, the adoption of the CBS proposal can only heighten this disparity.”

In the ASCAP affidavit opposing the BMI motion, general counsel Herman Finkelstein said ASCAP had no objection to CBS’s making payments for the use of BMI music but that they should not be established on the basis of what CBS has paid or will pay ASCAP.

He challenged BMI’s claim that CBS is using about 70% as much BMI music and contended that in any case fees should not be set on the basis of performances alone, without regard to the quality and value of the repertory.

heavily on the initial decision of Examiner Gifford Irion, now retired, in petitioning for reconsideration and in any court appeal. Mr. Irion who recommended that the commission renew the WXUR-AM-FM licenses, concluded that it was “almost inconceivable that any station could have broadcast more variegated opinions on so many issues

than WXUR” (BROADCASTING, Dec. 23, 1968)—a conclusion sharply at odds with that reached by the commission.

The groundwork for the commission’s action in the WXUR case was actually laid years ago. The seminary’s application to purchase the stations, in 1965, was vigorously opposed by civic and religious groups in and around Media

that argued that Dr. McIntire would have a “divisive influence” on the community. The commission approved the transfer without a hearing only after extracting specific pledges from the seminary that it would abide by the fairness doctrine.

Shortly after the seminary began operating the stations, the commission be-

gan receiving complaints about them. Eventually, 19 groups, including some that opposed the transfer, urged the commission to deny the stations' renewal applications. And in its decision in the case, the commission said the stations' failure to abide by the fairness doctrine was particularly serious in view of the pledges the seminary had made in acquiring the stations.

For Mr. Cottone, the case has special interest. He was general counsel of the

FCC from 1946 to 1953, acquired a reputation as a liberal and played a leading role in drafting the commission's 1949 report on editorializing, which for the first time enunciated the fairness doctrine. He now has "misgivings" about the way that document is being applied.

The case also has a special significance for Dr. McIntire. He claims the decision constitutes "political retribution" on the part of the Nixon admin-

istration. Dr. McIntire heads a group called March for Victory, which has attacked the President's Vietnam policy for not being tough enough; MFV advocates a policy seeking military victory in Vietnam.

"But," he said, "preachers have always had a tough time with politicians. John the Baptist had his head cut off because of the things he said about Herod. And I always speak my mind," he added.

Goodman answers his closest critics

Response to NBC-TV affiliates affirms network's fairness, independence in news

NBC President Julian Goodman, in a letter to NBC affiliates, has emphasized the necessity for "responsible media like NBC News [to] occupy the middle ground, even though we know we will be assailed in that position both by radicals and conservatives."

Mr. Goodman's letter, sent last week, referred to several complaints made by affiliates during the May 20-22 affiliates meeting in New York. Reports from the sessions had indicated that some affiliates complained about alleged "bias" in network-news coverage. Just how intense was the criticism was the subject of widely conflicting reports (BROADCASTING, May 25).

In his letter recalling the complaints, Mr. Goodman noted that the criticism "seemed to involve the matter of balance, expressed in the contention that NBC News covered the voices of dissent too much, on issues ranging from Vietnam to Kent State University, and did not present the 'other side' sufficiently."

Defending the affiliates' right "to react and express themselves—something we need and have always encouraged"—Mr. Goodman stressed the "importance of being both precise and specific in discussing the sensitive subject of news treatment of controversy, lest the affiliates and the network be misunderstood, and misunderstand each other; and through misunderstanding invite repressive measures against broadcasting."

Following are summaries of specific affiliate complaints and Mr. Goodman's responses:

■ On the Kent State University coverage, the affiliates claimed that an NBC-TV May 10 special, *Our House Divided*, was "one-sided" because it showed only the shooting of the students, without mentioning the prior looting and without interviewing the National Guardsmen involved.

Mr. Goodman replied that the report was directed to presenting the varying public and official reactions to the de-

velopments of the previous week—Cambodia, the North Vietnam bombing and Kent State. The Kent State incident was identified by the shooting of the students, which was the heart of the story. NBC News did report, clearly and fully, on the background of the incident, including the looting, and it interviewed the National Guardsmen. "This complaint seems to be a case of the critic overlooking the material we did put on the air, and assuming with no particular justification that our special should have been done differently."

■ On Vietnam War coverage, the affiliates said NBC-TV coverage does not adequately present the administration position.

Mr. Goodman replied that the anti-war viewpoint is a substantial one and cannot be disregarded by any medium that covers our national life. But NBC News has not accented this viewpoint by subordinating the opposing one. He

Changing Formats

The following modifications in program schedules and formats were reported last week:

■ WGLM(FM) Richmond, Ind.—Broadcasting Services Inc., effective Aug. 3, will begin programming country-and-western music. Previously, the station had a middle-of-the-road format. Hank Walker, program director, said listeners' preference surveys were instrumental in the decision to make the switch. Mr. Walker added that country preference was limited to "pop-type country" music.

■ KOYL-FM Odessa, Tex.—Mid-Cities Broadcasting Corp., on June 1, switched from middle-of-the-road format to hard rock from 9 p.m. to 12 midnight. During the day, the FM programs top-40 rock.

recalled frequent appearances on NBC News of President Nixon and many other administration spokesmen.

■ On the Washington peace meeting coverage, the affiliates said NBC News should not have given so much "publicity" to people who oppose government policies.

Mr. Goodman replied that the gathering in Washington (May 9) was clearly an important news event and was so treated by the printed press. NBC does not think it would serve the public by bottling up information about events like this, and claiming that news coverage is "nublicity" simply begs the question and does not answer it.

Mr. Goodman also emphasized that NBC News does not "make, or advocate, or favor the news it presents. All of us should recognize that disturbing developments presented on television loom far larger in viewers' minds and memories than the developments viewers take for granted and approve. So it is not surprising that some viewers, and even some affiliates, may get an impression that dissent and disturbance predominate in news coverage of social change and national controversy. . . . On just such a basis, I have seen example after example of complaints of 'unbalanced' news, when the viewer simply—and honestly—overlooked material included in our reporting."

Mr. Goodman told the affiliates that, if NBC News did not strive to maintain its "middle position, it would not be able to observe and report what is happening on all sides. And the public would lose an observation post it needs to get the information and the background and to judge where the truth lies, among all the partisan influences coming at it from every direction.

"The subject is a serious one," Mr. Goodman continued, "going to the way our whole system of society and government was designed to work. It is, in fact, the most serious of all our responsibilities and we want to exercise it

faithfully and well."

He acknowledged that "our people can make errors of judgment or execution" in the covering and reporting of the news. "What we must and can do," he suggested, "is to operate conscientiously, with experienced and competent professionals; hold to the goal of seeking out and presenting the truth and meaning of the news; probe honestly and thoroughly the various positions in controversy, and be fair in what is said and shown."

Accord reached on WGA pact

A new three-year contract between the Writers Guild of America and the Association of Motion Picture and Television Producers and the networks was approved by guild members 15 days after the old agreement expired June 15. The vote was 295 to 83.

Details of the pact call for an increase in writers' minimums of 5% for each of the first two years and 24% the third year. The contract is retroactive to June 16. The immediate increase for a half-hour program for a writer doing both the story and teleplay is from \$1,440 to \$1,554. On June 16, 1972, the minimum jumps to \$1,927. For a one-hour story and teleplay, the increase is from \$2,690 to \$2,825 and to \$3,503 in two years.

The guild is given favored treatment regarding the sale of films or television shows to CATV or for cassette use. The present theatrical or television-use payment scales will apply, but may be adjusted to reflect any gains made in either area by the Screen Actors Guild or the Directors Guild, both of which enter into new contract negotiations during the next 18 months. The Writers Guild will also be allowed to reopen talks on the cassette or CATV use of their product in two years.

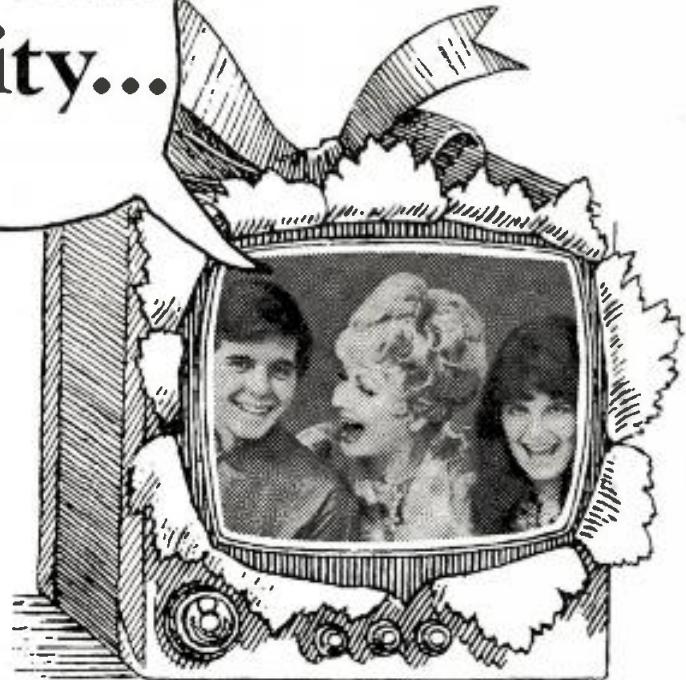
One of the key issues for the writers was representation of the so-called hyphenates, the writer-executives.

The new agreement calls for WGA to represent only writer-story editors. Jurisdiction over representation of producers was contested in court by that guild and is still undecided.

Newsman ends up in N.J. jail

WABC-TV New York newsman Dell Wade was reported to have been beaten and jailed last Tuesday evening (July 7) during riots in Asbury Park, N.J. Lawmen arrested him as he was filing a report that said New Jersey state troopers were firing in the direction of a crowd of rock-throwing youths. Mr. Wade was charged with failing to disperse and released on \$150 bail—in time to return to the studio for his report on the 11 p.m. newscast.

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How educators can handle TV

New York conference explores promises medium holds for instructional uses

Television and teaching: the pairing of the future—with this as the theme, educators and education filmmakers last week were told to learn the language of television.

They were gathered for a three-day first National Conference on Films and TV for Children held in New York and sponsored by the 11-month-old Center for Understanding Media Inc., dedicated to bringing together young education filmmakers and the media.

"Co-operation and mutual desire to blend the best of both areas of knowledge can and has worked wonders," was the story the delegates were told by Mrs. Joan Ganz Cooney, president, Children's Television Workshop, and executive producer of *Sesame Street*.

Among those carrying similar messages were Bob Keeshan, CBS-TV's "Captain Kangaroo"; Allen Ducovney, director of children's programming, CBS-TV; George Heinemann, director of children's programming, NBC-TV; and Lee Polk, director of children's programming, National Educational Television.

Mrs. Cooney called the failure of teachers to use TV thoroughly and effectively a "passive disaster." She echoed Mr. Keeshan's observation that TV for too many children today is only a "spectator sport"—a replacement for a "baby-sitter with no positive value, but the potential for great negative results."

"Teachers, principals, school superintendents, school boards, parents and the children themselves must no longer live with the impression that education and television are enemies, that classrooms are for learning and that television is for entertaining," Mrs. Cooney said.

"Teachers and television must become the best and most trusting of allies. Educators have got to stop sitting back and stop making articulate moans about the bad influence of television—and get cracking. Teachers can and must begin making more demands on television producers for quality, useful, needed children's programs—both for home and classroom viewing.

"The techniques developed by commercial television must be taken and used as the most effective teacher's helper in history. We can put television to use on our own terms, so that we end up further fulfilled in the job we do ourselves."

Mr. Ducovney urged development of

more "informational programming." What must be created, he added, were programs to "interest, excite and inform" the children.

Praise for *Sesame Street* came from two broadcast corners—NBC's Heinemann and NET's Polk.

Mr. Heinemann praised the show for "forcing teachers to compete with it" in the classrooms. Mr. Polk, labeling 1970 "the year of the child," said courage had brought the industry to this point.

Sesame Street, he noted, "courageously adapted new techniques, including the world of the commercials, to sell education." And he said that NET was planning additional specials along these lines "to stimulate (children's) development" by offering them "many resources to choose from." NBC and CBS plans for similar development projects also were reviewed.

The Center for Understanding Media, sponsors of last week's conference, is funded by the Ford Foundation and Edward Ford Foundations. Its aim, besides bringing together filmmakers and media, is to catalog films made for children by teachers and professional producers. Heading the organization is Dr. John Culkin, former director, center of communications, Fordham University, New York. The center, according to Dr. Culkin, also is seeking support from such corporations as Xerox and General Foods.

'Sesame Street' spawns another TV avenue

Children's Television Workshop is planning a TV program for 1971 that, according to Mrs. Joan Ganz Cooney, CTW president, will go "beyond the current scope of *Sesame Street*."

The show, for which a feasibility study has begun, Mrs. Cooney told an audience last week at the First National Conference on Films and TV for Children sponsored in New York by the Center for Understanding Media (see story, this page), will focus on the subject of reading "and perhaps other skills." It will be aimed at children aged seven to 10.

For the next season, to start Nov. 9, Mrs. Cooney said *Sesame* will expand its curriculum, with new production features aimed at preparation for reading, development of more advanced numerical skills, a more comprehensive approach to teaching of reasoning and problem-solving, and new material designed to better reach key ethnic groups—specifically, she noted, the teaching of English vocabulary to Spanish-speaking children.

Mrs. Cooney also reported that CTW "will increase its efforts to reach the children of the inner-city" through "major promotion efforts."

FTC goes fishing in program waters

It wants further look at network practice of cutting feature films

When broadcasters buy feature films for showing on TV and cut them to fit into the common 90-minute or two-hour format without telling viewers that the pictures have been abridged, is this a deceptive trade practice?

The Federal Trade Commission, which has been looking into the question since last winter, seems to think so—although it hasn't come right out and said so yet.

Last week, the FTC issued a list of 164 films that had been made for and exhibited in theaters and that were also broadcast on network TV during the second half of 1969. The list shows theater running time, network running time, time deleted, date and time of broadcast—indicating, the FTC said, that 84% of the films were cut to some extent and that 57% were reduced by two minutes or more.

FTC staff sources said that no decision yet has been made as to what recommendations it will make to the commission. The suggestions could run from urging voluntary industry codes calling for a public announcement whenever a feature film is abridged to an industry rule imposed by the FTC after hearings, or a case-by-case approach.

It was indicated that, with the beginning of the vacation period at the FTC, it probably will be fall before the commission is reconstituted to act officially on whatever proposals the staff submits in this field. Also, it was noted, the chairmanship of the agency will be vacant. (Casper W. Weinberger has been named by President Nixon to be deputy director of the new Office of Management and Budget in the Executive Department, and the term of Commissioner Philip Elman expires Sept. 25).

These same sources stressed that the FTC is not interested in the cuts made or the reasons why.

What the agency is interested in, they said, is that the public knows that the film being shown is not the complete theatrical one.

Immediate network reaction was cool. A statement issued by CBS-TV called the FTC investigation into the abridgment of TV features "absurd." It added that CBS is certain the public is aware that the editing of movies is "a common practice" to meet broadcast requirements and standards of good

taste held by its audience.

In earlier correspondence with the FTC, CBS-TV said it stressed that it did not consider the programming judgments of CBS-TV to be within the "proper overview of the FTC." The letter to the FTC also pointed out that the version of a motion picture supplied to a television network may not be the same as the one released for theatrical distribution, and, in many instances, films are released in several versions that differ somewhat in content among themselves.

A spokesman for NBC-TV said the network had cooperated with the FTC in its investigation, and starting in June, has been running a five-second billboard, "edited for television," when showing motion pictures that were curtailed for TV showing.

An ABC spokesman said the network has made "prudent cuts" of feature films it presented and has made certain that dramatic continuity and entertainment values have been preserved.

What goes for CATV should go for U's—ACTS

Martin E. Firestone, general counsel for the All-Channel Television Society, announced plans last week to ask the FCC to give UHF stations the same rebroadcast opportunities and reduced copyright payment privileges he feels the commission is proposing to give CATV systems.

Mr. Firestone also charged that the commission's recent proposal to adopt rules permitting CATV importation of distant signals at minimal copyright cost, is nothing more than "an economic subsidy for CATV program origination." He added ACTS, in conjunction with its comments on the proposed CATV rules, plans to petition for further rulemaking to give UHF stations equal copyright treatment.

This would mean, he said, that UHF stations would be permitted to carry and rebroadcast programs from distant stations and in return pay a flat copyright license fee "rather than having to bargain and pay for each program."

Mr. Firestone said UHF broadcasters in general do not object to CATV program origination. However, he said that UHF stations do object to the indirect subsidy of CATV systems through reduced copyright payments for distant programs "especially when the result of the subsidy will adversely affect development of independent UHF stations."

Mr. Firestone said: "If necessary . . . ACTS is prepared to press for an amendment to the Communications Act to repeal the rebroadcast provisions . . . and seek any necessary amendments to the copyright law."

What the networks did on Honor America Day

Last-minute clearances for talent appearing in the entertainment portion of the "Honor America Day" ceremonies in Washington on July 4 led CBS-TV to become the only commercial TV network to carry the evening festivities live.

The clearances were received only a couple of hours after CBS officials had notified leaders of the day's events that "it is not the function of CBS News to cover live entertainment spectacles" and that necessary clearances for entertainers could not be received in time for the show (BROADCASTING, July 6).

CBS carried the festivities at 7:30-8:30 p.m. (EST), pre-empting *The Jackie Gleason Show* re-run but holding onto the same sponsors—General Foods, Procter & Gamble, Warner Lambert Pharmaceutical Co., J. B. Williamson Co. and Carter-Wallace Inc.

NBC Radio was the only radio network to carry the evening festivities live. All TV and radio networks had carried all or part of the daytime program, featuring the Rev. Billy Graham and others, live.

The July 4 program also was carried on 21 stations of the Eastern Educational Network, with the morning portion taped for viewing at 6:30-7:30

that evening and the entertainment segment shown live at 7:30-8:30.

When the final count was in, coverage of the daytime and nighttime "Honor America Day" read as follows:

On TV: CBS, three hours; NBC, two and a half hours; ABC, one hour. On radio: NBC, 3 hours; CBS, 35 minutes; Mutual Broadcasting System, 4 hours. Reports of the events also were carried on the regular TV and radio newscasts on all networks. In addition, UPI audio carried about one and a half hours of the day-evening program, including 45 minutes live coverage of Mr. Graham's address in the morning.

Color-TV network with businessmen in mind

General Electric Co. last week announced the establishment of a new 24-hour interconnected color-TV network facility, to be used by the business and educational communities for sales meetings, training and similar needs. The new network, embracing 21 major cities with more to be added soon, will also be available for occasional use for distributing broadcast specials or live sports programs.

Called the Command Performance Network, the network goes into operation this fall and will be increased to include a total of 35 cities sometime in 1971. For business use the network terminals include GE big screen color

Program notes:

"Fisherman" to features ■ GG Productions Inc., Boston, which has syndicated the *Flying Fisherman* half-hour series for the past few years, reports it has placed its first feature film package, titled *7 for 70*, into TV distribution. The package consists of two features based on Mickey Spillane books, *I, The Jury* and *The Long Wait*, plus *The One-Eyed Soldier*, *The Witch*, *Boys of Two Worlds*, *The Man From Nowhere*, *Secret Agent*, *Super Dragon*, *Battle of the Mods* and *Weekend Italian Style*.

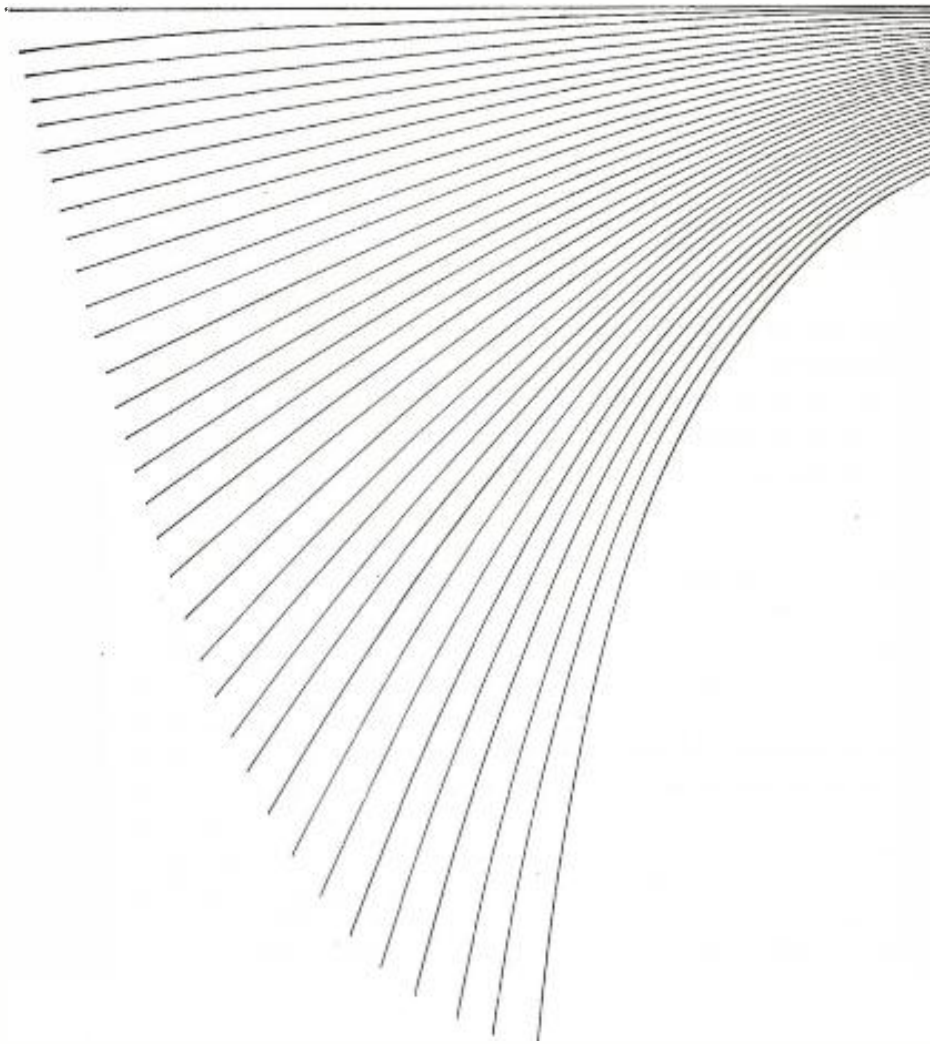
What a picture is worth ■ CBS President Frank Stanton has received the National Press Photographers Association's Joseph A. Sprague Award. Formal award presentations culminated NPPA's annual convention July 3 in Los Angeles. Broadcast photographers honored were: Dave Hamer, KMTV(TV) Omaha, Joseph Costa Award; Chris Button, KARK-TV Little Rock, Ark.; Andy Cassells, WHTO-TV Dayton, Ohio, and Edward E. Dooks, WBZ-TV Boston, all citation winners.

Devotionals ■ Rev. Paul S. Stephens is providing daily five minute devotionals for nine TV stations in Texas, Okla-

homa, Louisiana, and New Mexico. Shows are available on high-band videotape to a limited number of other stations as a public service. Inquiries to the pastor: Long Point Baptist Church, 8009 Long Point, Houston 77055.

American nightmare ■ Cox Broadcasting Corp., Atlanta, sent its Washington correspondent Mal Johnson to the poppy fields of Istanbul this spring to report on some of the more than 525 American young people imprisoned abroad on narcotics charges. Mrs. Johnson's accounts are now being shown in five-minute segments entitled *Passport to Nowhere* in Dayton, Ohio, San Francisco-Oakland, Atlanta, Pittsburgh and Charlotte. Plans call for a 30-minute documentary to be shown by all Cox Broadcasting stations in their campaign to alleviate drug-abuse problems.

Satchmo at Newport ■ A series of programs based on the Newport Jazz Festival's four-hour tribute to Louis Armstrong is being planned by Euro-Film Corp., Los Angeles. The salute to Mr. Armstrong was filmed Friday (July 10) with four 45-minute shows planned for syndication overseas and a one-hour special scheduled for sale in this country.



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owners, with ownership percentages—Finally, an industry first, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

A Complete CATV Guide
—But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:
—Group Ownership of both U.S. and Canadian Systems—Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada
—FCC Rules and Regulations for CATV, including ARB top 100 markets
—CATV Suppliers and

Equipment Directory
—CATV Associations, including NCTA and state groups—Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

So don't delay. Fill in the form and return it, along with your payment. Remember, as soon as the 1971 CATV Sourcebook is off press, the price per copy will be at least \$8.00.

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36-53

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Title/Position

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Home? Yes No

TV projectors, color cameras and associated gear, usually located in a Sheraton hotel. For broadcast specials, extra local loops might have to be added in certain cases to feed the TV station.

For a 21-city live network in full color for one hour, including all equipment and personnel plus production assistance for a day, GE will charge business customers \$35,000. A broadcast packager needing only the network for an hour and no production help or hotel equipment will probably pay about \$28,000, it was indicated.

The facility already has been booked for multi-city political rallies and charity events in addition to usual business purposes, GE indicated. The GE network is headed by Christopher Carver of Syracuse, N.Y.

SDX supports more open Congress

Sigma Delta Chi, Chicago, the national journalistic society, last week issued a call for the elimination of secrecy in Congress.

Frank Angelo, managing editor, *Detroit Free Press*, and SDX president, said the society supports a bipartisan effort which is to begin July 13 when the Legislative Reorganization Act of 1970 (H.R. 17654) is to come up for debate on the floor of the House. It is described as the first such measure in 24 years to emerge from committee.

"The amendments to be proposed represent a hard-headed, realistic approach aimed simply at opening up to greater public view the conduct of the public's business in Congress," Mr. Angelo said. A similar measure has been waiting floor action in the Senate for more than a year.

Mr. Angelo cited a Democratic study group report on the issue. The report noted: "Secrecy pervades the legislative process in the House," and also observed that opportunities for manipulation arise when the news media must rely on leaks to get their information. Present provisions allowing restricted broadcast coverage of hearings would be retained, he added.

Cott, Wolff to offer Hill program at cost

A weekly, half-hour radio program, *Ask Congress!*, has been developed by Ted Cott Productions, New York, in association with Rep. Lester Wolff (D-N.Y.), and will be taped in the House of Representatives recording studio.

Four congressmen will appear on each program, answering questions sent in by the public and selected by a rotating group of broadcast newsmen and newspapermen who cover the house.

Mr. Cott said the program will be offered to a station in each community on an actual cost basis, with the starting air date either late this summer or early fall. Ted Cott productions is at 50 Rockefeller Plaza, New York.

Chicago firm purchases Crosby syndication arm

Cox Broadcasting Corp. last week sold off the Chicago-based television syndication division of its wholly owned Bing Crosby Productions, Hollywood.

The division, which has specialized in promotional game shows, was sold to Telecom Productions, Chicago, newly formed by Howard Christensen, who has been executive vice president of the syndication division of the Crosby subsidiary. No financial details were revealed.

The division distributes and owns the rights to *Win With the Stars*, *Let's Go to the Races*, *It's Racing Time*, *Championship Bowling*, *Cisco Kid* and a sports package. It also has distributed the Paul Harvey television show, *The Kup Show* on television and the Richard Evans radio show.

Most of the properties owned by the division were acquired with Walt Schwimmer Productions, Chicago, purchased by Cox in December 1966 for

\$2.75 million plus a personal fee arrangement with Mr. Schwimmer (BROADCASTING, Dec. 19, 1966). The Schwimmer operations were later merged into the Bing Crosby subsidiary.

A Cox spokesman emphasized last week that the Bing Crosby production subsidiary, which produces *Hogan's Heroes* among other properties, would remain in the company.

New Opry home

With the help of a mule and a plow, ground has been broken for WSM Inc.'s Opryland USA, a \$25-million entertainment-recreation complex centered around Nashville's *Grand Ole Opry*. The *Opry* began in 1925 when WSM-AM Nashville went on the air. Both were founded by National Life and Accident Insurance Co. On hand for the June 30 ceremonies were officials of WSM Inc. and NL&A, state and city officials, and stars of the *Opry*. Projected opening date is spring 1972.

Goodbye Chet

NBC News commentator Chet Huntley appears in his final documentary before leaving the company on Aug. 1 when he conducts interviews for *Migrant—An NBC White Paper*, which will be telecast on NBC-TV on July 16 (7:30-8:30 p.m.).

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CATV shows small gains in the month of June

Issues in the BROADCASTING stock index failed to keep pace with the Standard & Poor 500 Industrial Average during the month of June, but the over-all difference was miniscule. S&P tabulations showed a 1% increase, while the BROADCASTING index dipped 1.4%, re-

flecting a muddled period for most issues on the major exchanges.

The CATV group led the gainers with a 3.7% increase, followed by the broadcasting-with-other-major-issues category with a 2.5% rise and the programing issues with a 1.8% increase. Among the losers, the service group suffered most with a 12.1% drop, followed by the manufacturing issues, 4.7%, and

the broadcasting-only stocks, 0.2%.

The gainers were paced by Entron, up 34.8%; Sterling Communications, a 33.3% rise (see page 37); Ridder Publications, 30.2%, and Teleprompter, 27.5%. Losers were paced by Trans-National Communications, off 66.5%; General Instrument, down 59%, and Visual Electronics, off 46%.

A new addition to the BROADCASTING

The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing July 9	Closing July 1	% change Month of June	High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23 $\frac{1}{2}$	21 $\frac{1}{2}$	- 9.6	39 $\frac{1}{2}$	19 $\frac{1}{2}$	7,073	150,301
ASI Communications	O		3	3 $\frac{1}{2}$	—	7	3 $\frac{1}{2}$	1,789	6,262
Capital Cities	CCB	N	24 $\frac{1}{2}$	22 $\frac{1}{2}$	+ 4	36 $\frac{1}{2}$	19 $\frac{1}{2}$	6,061	138,615
CBS	CBS	N	25 $\frac{1}{2}$	25 $\frac{1}{2}$	+ 0.5	49 $\frac{1}{2}$	24 $\frac{1}{2}$	26,512	685,865
Corinthian	CRB	N	22 $\frac{1}{2}$	23 $\frac{1}{2}$	+12.6	33 $\frac{1}{2}$	19 $\frac{1}{2}$	3,384	79,084
Cox	COX	N	13 $\frac{1}{2}$	12	- 7.7	24 $\frac{1}{2}$	10 $\frac{1}{2}$	5,789	69,468
Gross Telecasting	GGG	A	11	11	+ 2.3	17 $\frac{1}{2}$	10 $\frac{1}{2}$	803	8,833
Metromedia	MET	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	- 6.7	22 $\frac{1}{2}$	9 $\frac{1}{2}$	5,733	59,451
Pacific & Southern	O		8 $\frac{1}{2}$	9	+ 5.9	23	8 $\frac{1}{2}$	1,636	14,724
Rahall Communications	O		6 $\frac{1}{2}$	6 $\frac{1}{2}$	-10	16 $\frac{1}{2}$	6	1,040	7,020
Reeves Telecom	RBT	A	2 $\frac{1}{2}$	3 $\frac{1}{2}$	-12.1	15 $\frac{1}{2}$	2 $\frac{1}{2}$	2,288	8,283
Scripps-Howard	O		17	16	+ 3.2	24	15 $\frac{1}{2}$	2,589	41,424
Sonderling	SDB	A	13 $\frac{1}{2}$	14 $\frac{1}{2}$	+12.2	34 $\frac{1}{2}$	10 $\frac{1}{2}$	991	14,736
Starr Broadcasting	O		6 $\frac{1}{2}$	7 $\frac{1}{2}$	- 6.2	18	8	461	3,458
Taft	TFB	N	14 $\frac{1}{2}$	14 $\frac{1}{2}$	-10	29 $\frac{1}{2}$	15	3,585	51,983
							Total	69,734	\$ 1,339,507
Broadcasting with other major interests									
Avco	AV	N	10 $\frac{1}{2}$	12 $\frac{1}{2}$	-13.4	25 $\frac{1}{2}$	12 $\frac{1}{2}$	11,469	139,004
Bartell Media	BMC	A	4 $\frac{1}{2}$	4 $\frac{1}{2}$	- 8.4	14	4	2,292	9,443
Boston Herald-Traveler	O		29	28	+12	43	25	574	16,072
Chris-Craft	CCN	N	6 $\frac{1}{2}$	5 $\frac{1}{2}$	+ 7	11 $\frac{1}{2}$	4 $\frac{1}{2}$	3,660	20,569
Combined Communications	O		6	6	-22.6	16 $\frac{1}{2}$	6	1,938	11,628
Cowles Communications	CWL	N	4	3 $\frac{1}{2}$	-25	10 $\frac{1}{2}$	3 $\frac{1}{2}$	3,969	14,884
Fuqua	FQA	N	10	9 $\frac{1}{2}$	+ 5.5	31 $\frac{1}{2}$	9	6,069	57,656
Gannett	GCI	N	20 $\frac{1}{2}$	19 $\frac{1}{2}$	- 2.5	29 $\frac{1}{2}$	19 $\frac{1}{2}$	7,117	137,002
General Tire	GY	N	15 $\frac{1}{2}$	15 $\frac{1}{2}$	+ 7	20 $\frac{1}{2}$	12 $\frac{1}{2}$	18,434	281,119
Gray Communications	O		4 $\frac{1}{2}$	4 $\frac{1}{2}$	+ 5.9	7 $\frac{1}{2}$	4 $\frac{1}{2}$	475	2,137
Lamb Communications	O		3	3 $\frac{1}{2}$	+27.2	6	2 $\frac{1}{2}$	2,650	9,275
Lee Enterprises	A		12 $\frac{1}{2}$	12 $\frac{1}{2}$	- 5.8	20 $\frac{1}{2}$	12	1,957	23,973
Liberty Corp.	LC	N	13	13 $\frac{1}{2}$	- 8	21 $\frac{1}{2}$	13	6,744	88,481
LIN	O		3 $\frac{1}{2}$	3 $\frac{1}{2}$	+ 7.1	11	3 $\frac{1}{2}$	2,244	8,415
Meredith Corp.	MDP	N	18 $\frac{1}{2}$	18 $\frac{1}{2}$	- 9.2	44 $\frac{1}{2}$	18 $\frac{1}{2}$	2,779	51,050
Outlet Co.	OTU	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	- 3.5	17 $\frac{1}{2}$	10 $\frac{1}{2}$	1,342	14,252
Plough Inc.	PLO	N	65 $\frac{1}{2}$	66 $\frac{1}{2}$	+19.6	85	55	6,880	455,800
Post Corp.	O		10	10	+25	17 $\frac{1}{2}$	8	713	7,130
Ridder Publications	O		11 $\frac{1}{2}$	12 $\frac{1}{2}$	+30.2	22	9 $\frac{1}{2}$	6,217	76,904
Rollins	ROL	N	20 $\frac{1}{2}$	22 $\frac{1}{2}$	- 2.2	40 $\frac{1}{2}$	21 $\frac{1}{2}$	8,029	179,608
Rust Craft	RUS	A	19	19 $\frac{1}{2}$	+ 3.9	32 $\frac{1}{2}$	18 $\frac{1}{2}$	1,159	22,890
Storer	SBK	N	14 $\frac{1}{2}$	14 $\frac{1}{2}$	- 8	30 $\frac{1}{2}$	14 $\frac{1}{2}$	4,223	61,234
Time Inc.	TL	N	29	27 $\frac{1}{2}$	- 3.2	43 $\frac{1}{2}$	25 $\frac{1}{2}$	7,257	198,624
Trans-National Comm.	O		$\frac{1}{2}$	$\frac{1}{2}$	-66.5	4 $\frac{1}{2}$	$\frac{1}{2}$	1,000	870
Turner Communications	O		3 $\frac{1}{2}$	3 $\frac{1}{2}$	- 6.7	8 $\frac{1}{2}$	2 $\frac{1}{2}$	1,328	4,648
Wometco	WOM	N	16 $\frac{1}{2}$	16	+ 3.2	20 $\frac{1}{2}$	13 $\frac{1}{2}$	5,817	93,072
							Total	116,306	\$ 1,985,737
CATV									
Ameco	ACO	A	5 $\frac{1}{2}$	6	+ 2.2	16	4 $\frac{1}{2}$	1,200	7,200
American TV & Comm.	O		13	12 $\frac{1}{2}$	+18.6	22 $\frac{1}{2}$	10 $\frac{1}{2}$	1,775	22,631
Cablecom-General	CCG	A	10 $\frac{1}{2}$	10 $\frac{1}{2}$	+10.5	23 $\frac{1}{2}$	7 $\frac{1}{2}$	1,605	16,853
Cable Information Systems	O		2	2	+166	2 $\frac{1}{2}$	$\frac{1}{2}$	955	1,910
Citizens Finance Corp.	CPN	A	11 $\frac{1}{2}$	10 $\frac{1}{2}$	+ 1.1	17 $\frac{1}{2}$	9 $\frac{1}{2}$	994	10,308
Columbia Cable	O		6 $\frac{1}{2}$	7 $\frac{1}{2}$	-12.1	15 $\frac{1}{2}$	6 $\frac{1}{2}$	900	6,525
Communications Properties	O		6 $\frac{1}{2}$	6 $\frac{1}{2}$	+10.3	10 $\frac{1}{2}$	6	644	4,263
Cox Cable Communications	O		13 $\frac{1}{2}$	13 $\frac{1}{2}$	+12.5	24	12	3,550	47,925
Cypress Communications	O		9 $\frac{1}{2}$	10	+ 2.5	17 $\frac{1}{2}$	8	1,887	18,870
Entron	A		3 $\frac{1}{2}$	3 $\frac{1}{2}$	+34.8	8 $\frac{1}{2}$	2 $\frac{1}{2}$	1,320	5,108
General Instrument Corp.	GRI	N	30	13	-59	30 $\frac{1}{2}$	11 $\frac{1}{2}$	6,238	81,094
H & B American	HBA	A	17 $\frac{1}{2}$	17 $\frac{1}{2}$	+16.9	30 $\frac{1}{2}$	12 $\frac{1}{2}$	5,285	91,166
Sterling Communications	O		4 $\frac{1}{2}$	5	+33.3	7 $\frac{1}{2}$	3	1,100	5,500
Tele-Communications	O		9 $\frac{1}{2}$	10 $\frac{1}{2}$	+10.5	20 $\frac{1}{2}$	9 $\frac{1}{2}$	2,704	28,392
Teleprompter	TP	A	66 $\frac{1}{2}$	64 $\frac{1}{2}$	+27.5	133 $\frac{1}{2}$	46	1,161	74,594
Television Communications	O		6	6 $\frac{1}{2}$	+13	18 $\frac{1}{2}$	5 $\frac{1}{2}$	2,816	18,304
Vikoa	VIK	A	8 $\frac{1}{2}$	8 $\frac{1}{2}$	- 1.4	27 $\frac{1}{2}$	6 $\frac{1}{2}$	2,222	18,332
							Total	36,356	\$ 458,975

stock index this month, bringing the total number of companies monitored to 103, is Computer Equipment Corp., Santa Clara, Calif., a diversified broadcast equipment-computer systems company. Computer Equipment trades on the American Stock Exchange and has as its subsidiaries, Sparta Electronics Corp., Bauer Broadcast Products, and Vega Electronics.

Company reports:

Wometco Enterprises Inc., Miami, diversified company and group broadcaster, reported an 18.6% increase in

sales and an 18.8% increase in net income for the 24 weeks ended June 20:

	1970*	1969
Earned per share	\$0.495	\$0.426
Sales	44,288,233	37,351,480
Cash flow	5,561,027	4,631,320
Net income	2,874,920	2,419,347
Shares outstanding	5,811,597	5,682,555

*Includes operations of Compo Photocolor Inc., acquired Aug. 11, 1969.

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card publisher and group owner of stations and CATV systems, reported gains in net sales and income for the three months ended May 31:

	1970	1969
Earned per share	\$0.22	\$0.19
Net sales	10,638,000	10,434,000
Net income	257,000	222,000

Reeves, bank officials to meet on loan status

Reeves Telecom Corp., New York, reported last week that it has not complied with certain provisions of its loan agreement with lenders but said none of the loans have been called.

Reeves pointed out the first provision is that the company maintain consolidated working capital of \$1 million as of May 31, 1970. It said that as of that date, unaudited statements show the company's working capital was only \$784,015. The second provision is that

	Stock symbol	Ex-change	Closing July 9	Closing July 1	% change Month of June	High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	10 3/4	10 1/2	- 8.7	31 1/2	10	5,942	62,391
Disney	DIS	N	118	119 5/8	+12.8	158	96 1/2	5,133	614,009
Filmways	FWY	A	9 1/2	9	- 7.7	18 1/2	8 1/4	1,700	15,300
Four Star International		O	1 1/4	1 1/8	+ 6.8	4	1 1/2	666	1,260
Gulf & Western	GW	N	12 1/2	12 1/4	+ 3.1	20 3/4	9 1/2	16,310	197,677
Kinney National	KNS	N	23 1/4	22 1/4	- 5.8	36	21 1/2	9,067	201,740
MCA	MCA	N	13	14	+ 1.8	25 3/4	12 1/2	8,195	114,730
MGM	MGM	N	12 1/2	13 3/8	- 4.5	29 1/8	12 3/4	5,843	78,120
Music Makers Group		O	4	4	+14.2	9	3 1/2	589	2,356
National General	NGC	N	13	10 1/2	-11.6	20 1/4	9 3/4	4,910	51,555
Transamerica	TA	N	12 3/4	12 1/2	-18	26 3/4	12 3/4	63,169	789,613
20th Century-Fox	TF	N	7 1/2	7 1/4	-21.6	20 1/2	7 3/8	8,562	62,075
Walter Reade Organization		O	2 3/4	3	-20	13 1/2	3 3/4	2,312	6,936
Wrather Corp.	WCO	A	5 1/2	5	- 2.4	10 3/4	4 1/2	2,211	11,055
							Total	134,609	\$ 2,208,817
Service									
John Blair	BJ	N	11	11 1/2	- 4.2	23 1/2	10 3/8	2,605	29,958
Comsat	CQ	N	35 1/2	30 3/4	+ 7.4	57 3/4	25	10,000	307,500
Creative Management		O	8 1/4	6 1/2	+44.4	14 1/2	4 1/2	1,075	6,988
Doyle Dane Bernbach		O	14 1/4	14 1/4	- 5	24 1/2	14	1,924	27,417
Foote, Cone & Belding	FCB	N	7 3/4	7 3/4	- 6.1	12 1/4	7 1/4	2,167	16,794
Grey Advertising		O	6 1/4	7 3/4	+ 3.3	13 1/2	6 3/4	1,207	9,354
LaRoche, McCaffrey & McCall		O	11	12	-	17	11	585	7,020
Movielab	MOV	A	2 3/4	2 3/4	+ 4.3	7 1/4	2 3/4	1,407	4,038
MPO Videotonics	MPO	A	4 3/4	5 3/4	+ 7.4	9 3/4	4 3/4	558	2,996
Nielsen		O	29	29 1/2	+11.3	42	26 1/2	5,299	156,321
Ogilvy & Mather		O	15 3/4	15 1/2	+ 3.3	22 3/4	15	1,096	16,988
PKL Co.	PKL	A	3 1/4	3 3/4	+15.4	12 3/4	3	739	2,771
J. Walter Thompson	JWT	N	23	23	- 2.8	36	23	2,773	63,779
Wells, Rich, Greene		A	6 1/4	5 3/4	-11.3	8 1/4	5 1/2	1,581	9,280
							Total	33,016	\$ 661,204
Manufacturing									
Admiral	ADL	N	7	7 1/2	- 6.2	14 1/8	6 1/2	5,158	38,685
Ampex	APX	N	16 1/8	17	- 4.2	48 1/2	13 3/8	10,825	184,025
CCA Electronics		O	2	2 1/4	+25	5	1 1/2	800	2,000
Collins Radio	CRI	N	12 1/4	12 1/4	-24.8	37 1/4	12 1/8	2,968	35,972
Computer Equipment*	CEC	A	4	*	*	*	*	2,406	9,624
Conrac	CAX	N	13 1/8	12 3/4	- 5.6	32 3/4	11	1,254	15,989
General Electric	GE	N	68	67 3/4	+ 7.7	77 3/4	60 3/4	90,884	6,157,391
Harris-Intertype	HI	N	38 3/4	38 3/4	- 2.5	75	36 1/4	6,357	243,918
Magnovox	MAG	N	24 1/4	22 3/4	- 5.7	38 3/4	22 3/4	16,401	375,090
3M	MMM	N	24 1/2	73 1/2	-12.9	114 3/4	75 1/4	56,058	4,120,463
Motorola	MOT	N	33 1/2	32 3/8	-25.9	47 1/2	34 1/2	13,334	434,955
RCA	RCA	N	19 3/4	20	- 7	34 3/8	20	66,757	1,335,140
Reeves Industries	RSC	A	2 3/4	2 3/4	+ 4.3	5 1/4	2 1/2	3,446	9,890
Telemation		O	9 3/4	11	+22.2	24	9	1,080	11,880
Visual Electronics	VIS	A	1 3/4	1 3/8	-46	10 3/8	1 3/8	1,357	2,198
Westinghouse	WX	N	62 3/8	63 3/4	+ 9.9	69 3/4	53 3/4	39,685	2,529,918
Zenith Radio	ZE	N	25 1/2	25 1/2	+ 0.5	37 3/4	22 3/4	19,020	477,782
							Total	335,384	\$15,975,296
							Grand total	725,405	\$22,629,536
Standard & Poor Industrial Average			81.04	80.26					

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

Shares outstanding and capitalization as of July 1.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
* New addition to index.

the company maintain its consolidated net worth of \$11 million in its credit agreement with lending banks. As of May 31, the company stated, the defined net worth was \$10.7 million.

Hazard E. Reeves, board chairman of the company, said the total amount of term bank loans outstanding amounts to \$6 million and the amount of other long-term debt outstanding is more than \$15.4 million. He reportedly was scheduled to confer with bank officials again today (July 13).

Reeves, which operates radio and TV stations and cable TV systems and has interests in real estate and computers, had a net loss in 1969 of approximately \$3.7 million and a 1970 first-quarter net loss of about \$1.5 million.

Financial notes:

▪ Ogilvy & Mather International Inc. has declared a regular quarterly dividend of 17½ cents per share, payable Aug. 31 to stockholders of record Aug. 10.

▪ Post Corp., Appleton, Wis., has formed Post Financial Corp., a new Milwaukee-based subsidiary that will specialize in nationwide insurance premium financing. Post, a newspaper publisher and group broadcaster, also owns commercial printing and electronic engineering companies and All-Star Insurance Corp., Milwaukee.

▪ Lamb Communications Inc., Toledo, Ohio, broadcaster and group CATV operator, reported increased revenues but a decline in net income for the year ended May 31. Earnings were \$202,600 on revenues of \$2,435,900 in fiscal 1970, compared to earnings of \$345,500 on revenues of \$2,200,000 last year.

▪ Communications Properties Inc., Houston, group CATV owner, reported net income of \$133,514 or 20 cents per share on sales of \$1,907,846 for the six months ended April 30.

▪ Corinthian Broadcasting Corp., New York, has declared a quarterly cash

dividend of 7½ cents per share on its common stock, payable July 31 to stockholders of record July 13.

End loan agreements

Visual Electronics Corp., New York, financially pressed in recent months, reported it has not been able to make payment of interest on its outstanding convertible subordinate debentures and also has not met its obligations to pay \$2,050,000 to five banks.

James B. Tharpe, Visual president, said that because of the company's inability to meet a loan payment on its total loan of \$6.3 million, five banks have terminated their commitments and declared all principal and accrued interest for the entire \$6.3 million amount to be immediately due and payable. Mr. Tharpe said the company was trying to negotiate a satisfactory arrangement that would include re-financing.

Equipment & Engineering

FCC is asked to review sharing

Broadcast groups contend commission should have sought better management of the spectrum

Broadcasting groups last week called on the FCC to rethink its decision to permit land-mobile sharing of certain UHF channels, charging the commission with ignoring evidence that land mobile's crowding problem stemmed largely from poor management of existing spectrum space.

The plan, adopted last May (BROADCASTING, May 25), is designed to bring short-term relief to land-mobile operators by authorizing their sharing of one or two of the lower seven (14-20) UHF channels in the 10 largest urban areas where the channels are not assigned.

The National Association of Broadcasters said the action "reflected faulty analysis" and disregarded or misconstrued many competent studies indicating that inefficient use of existing spectrum space was the major cause of land-mobile congestion. Even the study done by Stanford Research Institute—which was sponsored by the commission—was "treated with a startling lack of objectivity," NAB charged.

NAB observed that the SRI study (BROADCASTING, Aug. 25, 1969) found low channel occupancy levels in New York and Detroit and said the data obtained in those cities could not possibly

be adapted "to show congestion of the available spectrum space. The only rational conclusion is that there is inefficient utilization of the land-mobile channels not only in these two cities but everywhere in the country."

SRI's finding of a "spectrum congestion crisis" in New York was a judgment which the institute itself "admitted was subjective," NAB pointed out, adding that it was "based on information obtained without any standards as to 'peak' or 'average' channel occupancy figures constituting channel saturating." NAB, calling for more data on the New York situation, said statements made by SRI "have erroneously helped persuade the commission that a spectrum saturation crisis is at hand and have launched the FCC into its unfounded frequency sharing plan."

The Association of Maximum Service Telecasters, also calling for reconsideration of the sharing plan, said it would "jeopardize the future of improved spectrum management" by succumbing to land-mobile clamor for access to television channels instead of addressing itself to an immediate need for "reforms in the allocation, assignment, management and use of land-mo-

bile frequencies, which offer the only real hope for relief of existing instances of land-mobile channel congestion."

AMST also took the commission to task for dismissing too lightly studies bearing on the congestion problem, charging, among other things, that the commission had undertaken no quantitative analysis of the SRI report and had largely ignored its findings.

The All-Channel Television Society, UHF trade organization, said the commission had "opened the doors to the future use of UHF channels by land mobile without insuring that the concededly needed improvements in the management of and use of the land-mobile spectrum will be accomplished."

AMST said the commission's action would cause "sufficient interference to create a very real technical problem for the affected UHF stations" and would have a "devastating impact on the development of the total UHF spectrum as a means of providing free and diversified television service to the public."

The National Association of Educational Broadcasters said it "reluctantly" accepted the sharing proposal as a short-term measure but called for a spe-

cific cut-off date for ending the arrangement instead of the commission's promise to "review" the plan after five years. NAEB also called on the commission to set up a procedure for expeditiously processing any UHF complaints arising from the sharing plan.

Another commission palliative for alleviating land-mobile congestion—adopted at the same time as the channel-sharing plan—came in for criticism from broadcasters and land-mobile interests alike. That action reallocated 115 mc of spectrum space (including UHF channels 70-83) for land-mobile use.

AMST said the reallocation would block the future growth and expansion of UHF TV and would violate Congress's legislative intent in enacting the All-Channel Receiver Act, "which was premised on the need for full use of 70 UHF channels alongside the 12 VHF channels."

NAEB said it could not accept the plan unless arrangements were made for providing alternative spectrum space for educational broadcasting use—a cause championed by Commissioner H. Rex Lee (BROADCASTING, June 15).

In a representative comment, the land-mobile section of the Electronic Industries Association's industrial electronics division asked the commission to stay that portion of the order limiting the development of the band between 806-881 mc to wireline or telephone carriers and restricting radio common carriers to their present number of channels.

The group said the commission should await comments by AT&T and others on prospects for development of the band space for both high capacity common carrier and private land-mobile system use.

Comments were also received from the National Association of Radio-Telephone Systems, Mobile Telephone Co., Intermedia Broadcasting Co., and Ram Broadcasting Corp.

Land-mobile solution bumps UHF translators

The FCC last week took steps to avoid a dilemma facing UHF translator applicants by allowing them to apply for channels 21 through 69. The commission's plan for spectrum relief for land-mobile radio users (BROADCASTING, May 25) proposed that UHF translators be operated on channels below 70 in lieu of channels 70 through 83, now allocated for land-mobile use.

Under the present rules, UHF translators may only be authorized on the upper 14 UHF channels (70-83) except those specifying channels allocated in the TV table of assignments. At this time, an applicant for one of the upper 14 UHF facilities faces the prospect of

amending to a lower frequency when a decision is reached on the proposed rules. And an applicant for one of the lower channels would be required to seek a waiver of the present rules. To eliminate this problem, the commission decided to encourage applicants to apply for UHF translators on channels below 70, pending a final decision.

To facilitate matters, the commission delegated to the chief, Broadcast Bureau, authority to accept and act upon applications for new UHF translators and applications for frequency changes of existing translators which specify channels from 21 to 69, inclusive.

IVC film chain is for color, monochrome use

A broadcast film chain for color or black and white is being marketed by International Video Corp., Sunnyvale, Calif. The two components of what the firm claims is a low-cost system are the IVC-230 large image, three-tube, color vidicon camera and the IVC-4000 multiplexer, which accepts up to four projector inputs and can be used with either of two camera outputs.

IVC says existing studio equipment can be accommodated by the IVC-4000 with modification. Special optics, according to the company, allow a 3¾-by-4½ inch image at the camera field lens of the IVC-230. An integral 9-inch monitor facilitates optical and electronic installation.

Price for the multiplexer is \$4,000 while the camera lists for \$19,500. Both may be used in broadcast, CATV or closed-circuit operations.

In 1969 consumer items hit new high in sales

Total U.S. sales of consumer electronic products in 1969 reached an all-time high of \$5.3 billion, accounting for nearly 20% of the entire electronic industries total sales of \$25 billion, the Electronic Industries Association has reported.

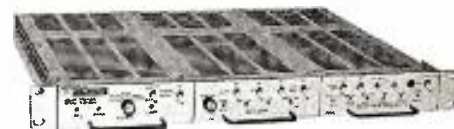
Color TV sets, the principal consumer category in dollar sales, remained about the same last year as in 1968—5,961,964 units and \$2,031,000,000 in sales compared to 5,980,863 and \$2,086,000,000.

The figures are contained in EIA's recently published "Electronic Market Data Book 1970."

Technical topics:

Contemporary enclosures ■ McMartin Industries, Omaha, has introduced a new line of equipment enclosures designed for floor and desk mounting. The series, MCS-7100, was styled to complement the decor of school or office

Our Encoder Shows Your True Colors



The TM TCE-1600 all solid state color encoder is precision made, and incorporates all features required by NTSC standards for color broadcasting. A built in color bar generator (full or split bars) is standard. Internal burst flag generator also included. Remote control provisions permit a TCE-1600 to be used with any color camera film chain. RGB or RGBY inputs.

Talk to TeleMation.



TELEMATION

TeleMation
2275 South West Temple
Salt Lake City, Utah 84115
(801) 486-7564

- Tell me about your new encoder
 Tell me about all your equipment

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

and has aluminum legs, Bangkok teak finish and all-metal interior construction. Address: 605 North 13th Street, Omaha 68102.

Super Sony ■ Superscope Inc., U.S. distributor of Sony products, Sun Valley, Calif., has introduced the Sony model 850 professional-quality recorder. It features an automatic program scanner which stops the machine at a preplaced strip of sensing foil. Also featured are interchangeable two- and quarter-track heads, speeds of 15, 7½ and 3¾ i.p.s. driven by three motors, automatic shut-off, built-in sound-on-sound and tape/source monitoring. Retail price for either the 850 (two-track) or 850-4 (quarter-track) decks is \$775. Address: 8150 Vineland Ave.

Deviation measuring devices ■ Two solid-state AM frequency deviation

monitors have been introduced by Metron Instruments, Denver. Model 510, which has a meter display, provides constant indication of carrier frequency deviation from -30Hz to +30Hz. The meter is a standard 0-100 microampere movement. Model 520 has a digital indicator which provides a two-digit electronic numeric readout, plus a polarity indicating display. In both models temperature sensitive circuits are located in a proportionately controlled oven to increase overall stability of the monitors. Model 510 is priced at \$795 and Model 520 at \$995. Metron's address is 1051 South Platte River Drive, Denver 80223, (303) 744-1791.

C-COR catalog ■ C-COR Electronics Inc., State College, Pa., has published a new catalog for CATV. The firm manufactures items related to the cable

television industry. The catalog may be obtained from C-COR Electronics Inc., 60 Decibel Road, State College 16801.

AVF amplifier ■ Rohde and Schwartz Sales Inc., Passaic, N. J., has developed type-AVF video distribution amplifier. The unit can be used on all three standard TV-systems, NTSC, PAL, and SECAM. AVF has a frequency range of 1 Hz to 20 Mhz. It stands 1¾-inches high for 19-inch rack mounting. Price: \$750.

New analog filter ■ Rockland Systems Corp., Blouvelt, N. Y., has introduced a new analog filter. The instrument covers a range of 10 Hz. to 1.1 MHz. and features digital frequency selection, band-pass, low-pass, high-pass modes, 24 db/oct attenuation slope, 5% accuracy and Butterworth or Bessel response. The unit sells for \$690.

International

USIA sends 'Agnew' abroad

The U.S. Information Agency is exporting this week at American taxpayers' expense a 15-minute color film of Vice President Spiro T. Agnew in action, portions of which contain his now-celebrated attacks on the news media. The \$80,000 film, entitled "Agnew," is largely composed of sequences accumulated during the Vice President's Asian trip last winter. But two segments contain excerpts from his Montgomery, Ala., and Des Moines, Iowa, speeches.

This first segment is from his Nov. 20, 1969 talk in which he claimed: "... I don't seek to intimidate the press—or the networks—or anyone else for speaking out; but the time for blind acceptance of their opinions is past—and the time for naive belief in their neutrality is gone. . . ."

The second segment is taken from his initial attack a week earlier in Des Moines on network news organizations and newsmen: "... The American people would rightly not tolerate this concentration of power in government. Is it not fair and relevant to question its concentration in the hands of a tiny enclosed fraternity of privileged men elected by no one and enjoying a monopoly sanctioned and licensed by government? The views of a majority of this fraternity do not, and I repeat, do not, represent the views of America." No rebuttals to these criticisms are in the film.

"Agnew" was originally intended to be in black-and-white, 10 minutes in length and to cost \$20,000 (BROADCAST-

ING, Nov. 24, 1969). The idea for the film originated with Bruce Herschenon, USIA director of motion pictures and television, who stated that the film was intended as a biography which would present an image of the Vice President.

Narrated by John Wayne, most of the film is of the Asian trip because of the lack of film on Mr. Agnew prior to his election to public office.

Vice President Agnew is pictured as a friend of education, a foe of racial discrimination, an effective diplomat, and at the end of the film, as a man who speaks his mind on the cities, students and the news media.

Approval for the film came from Frank Shakespeare, director of the USIA.

The film will not be shown publicly in the U.S. because of a law prohibiting domestic screenings of films produced by the agency.

NCK to expand its overseas business

Norman, Craig & Kummel has purchased another European advertising agency and acquired new accounts in Italy.

NCK purchased what the agency describes as "a substantial interest" in Planning Publicitaire VDM, Brussels, making 11 the number of European countries with the NCK/Europe operation. Other countries with Norman, Craig & Kummel-affiliated agencies are Britain, France, Germany, Italy, Norway, Denmark, Sweden, Switzerland, Spain and Portugal. The European network billed \$65.6 million in 1969 and is

now billing in excess of \$75 million. Planning Publicitaire reported billings of \$3,661,861 last year and is now billing at the rate of \$4 million. Among the Belgian agency's clients are International Nickel, Miles Laboratories, Boeing, and most recently, Avis Rent-A-Car and Olivetti.

NCK's Milan, Italy, outlet has added \$1.5 million in billings, of which \$550,000 is in broadcast, with the addition of several new European clients. The five-year old agency now bills \$7.1 million, with about \$2.9 million in broadcast.

New business includes Testanera S.P.A., Milan, manufacturer of hair-care products, with approximately \$950,000 in billings. Other clients include 3M's Scotchbrite, Honeywell computers, and several local Italian accounts. Former agency for the accounts was Horniblow, Cox, Freeman, London.

New Ketchum, MacLeod buy

Ketchum, MacLeod & Grove Inc., New York, has announced the purchase of Durana Werbung GmfH, Frankfurt, Germany—its second European acquisition in five weeks. Last month KM&G announced acquisition of David Williams & Partners Ltd., London. Durana bills \$3.5 million, raising KM&G's annual billing to about \$110 million.

Book account to Y&R

Marshall Cavendish Ltd., London publishing firm has appointed Young & Rubicam, New York, as its agency in the U.S. and Canada. Account, formerly handled by Smith-Gent Advertising, Toronto, bills approximately \$5 million. Broadcast plans are indefinite.

Broadcast advertising

J. W. Knodel, Avery-Knodel, New York, re-elected president of Station Representatives Association at annual meeting July 8 in New York. Other officers re-elected: **Martin L. Nierman**, Edward Petry & Co., New York, VP; **John Dickinson**, Harrington, Righter & Parsons, New York, treasurer, and **Adam Young**, Adam Young Inc., New York, secretary.



Mr. MacRae

William B. MacRae, VP and account executive, station relations, Television Bureau of Advertising, joins The Mediators Inc., New York independent media-buying service, as executive VP.

Steve Bell, promotion manager, WNEW-AM-FM New York, Metromedia stations, joins Metromedia Radio division there as manager of advertising, promotion and publicity.

Monte Lang, with Blair Radio division of John Blair Co., New York, joins McGavren-Guild-PGW Radio, New York, as Western divisional manager-VP, responsible for Los Angeles and San Francisco offices. His headquarters will be in Los Angeles office.

John Emmerling and **Gerry Severson**, with Young & Rubicam, New York, and **Bert Gottlieb**, formerly copy-group head, Cunningham & Walsh there, named VP's and creative group supervisors of Richard K. Manoff Inc., New York. **Wayne Lachman**, with Young & Rubicam, joins Richard K. Manoff as head of radio-TV production.

Said K. Aburish, management representative; **Richard Azeez**, production manager, and **John H. Mason**, account supervisor, all at Needham, Harper & Steers, New York, appointed VP's.

Robert H. Levine, account supervisor, Rumrill-Hoyt, New York agency, elected VP.

Robert Hallam, president of Marketing Studies, division of Market Research Corp. of America, New York, elected president and chief executive officer of Market Research.

Douglass M. Bomeisler, VP, Foote, Cone & Belding, New York, joins LaRoche, McCaffrey & McCall there in same capacity.

Ralph J. Neugebauer, media director, San Francisco office of Dancer-Fitz-

gerald-Sample, joins San Francisco office of Adam Young Inc., as manager of radio sales.

Judi Sue Robin, research director, Grant Webb & Co., New York, regional representatives, named VP-radio sales.

Roy Carlson, with Pepsi-Cola Co., New York, joins Tele-Tape Productions there as director of advertising and public relations.

Ralph E. McGill Jr. and **Rosa T. Cann**, with Atlanta office of Cargill, Wilson & Acree, Richmond, Va., agency, named creative group supervisors.

Robert E. McGinley, formerly vice president-marketing services, Lucky Brewing Co., San Francisco, joins Greyhound Corp., Chicago, in newly created post of VP-advertising. Responsibilities include \$10-million budget covering newly acquired Armour as well as Greyhound and other subsidiaries.

Charles R. McKeever, assistant to president, American Tobacco Co., New York, appointed marketing director.

Donald Spencer Briese, with California Redwood Association, San Francisco, joins Pacific National Advertising Agency, Portland, Ore., as account executive and creative supervisor of audio-visual and broadcast advertising.

Basil J. Mezines, executive assistant to Federal Trade Commission Chairman Caspar W. Weinberger, named director of agency's new Bureau of Competition. Bureau was created during FTC reorganization (BROADCASTING, June 15) is involved in investigation, industrial guidance and small-business counseling.

Richard Bailey, account executive, Television Advertising Representatives, New York, joins WBZ-TV Boston as sales manager.

Paul H. Shrage, with Diener/Hauser/Greenthal, New York, joins advertising department of Screen Gems there as creative director.

William A. Cummings, account executive, WCBS(AM) New York, appointed national sales manager succeeding **Peter McCoy**, appointed general sales manager (BROADCASTING, June 29).

Joan Stark, media supervisor, Grey Advertising, New York, joins Rockwell, Quinn & Wall there as media director.

William Dwyer, office manager, Blair Radio, San Francisco, named general sales manager, KNBR-AM-FM there.

P. Harry Lawless, account executive, WAGA-TV Atlanta, joins WJRJ-TV there as general sales manager.



**Riding
high
with
Bronson
WPIX-TV,
New York**

**26 colorful episodes
now available from**



*NTI/NTA 1969-70

William J. Sheehy, national sales manager, WLKY-TV Louisville, Ky., joins WHAS-TV there as regional sales manager.

Edward P. Carter, with WIP(AM) Philadelphia, appointed local sales manager.

Jack Reber, with KHQ-AM-FM-TV Spokane, Wash., appointed radio commercial manager succeeding **William K. Carroll**, named TV commercial manager.

Paul Palmer, with Radio Advertising Representatives, Chicago, joins WIND(AM) there as sales manager.

Aden McElveen, with WORC(AM) Worcester, Mass., appointed sales manager.

Sidney Marshall, VP, West Coast production center, Hollywood, Young & Rubicam, New York, named to additional post of director of programming.

Fred Boyes, director of corporate consumer research, May department stores, New York, joins Kenyon & Eckhardt there as associate research director.

Katherine St. Cyr, research project director, Chicago office of Foote, Cone & Belding, joins Chicago office of Kenyon & Eckhardt, as research analyst.

Marie Salerno, with Niefeld, Paley & Kuhn, Chicago, appointed traffic and broadcast production manager.

Dave Hummer, advertising manager, Douglas Oil Co., Los Angeles, joins Wynn Oil Co., Azusa, Calif., in same capacity.

John P. Ward, associate creative director, Needham, Harper & Steers, Chicago, joins N. W. Ayer & Son there as senior writer on Alberto-Culver account.

Tony Izzo, supervising editor and part owner of Film Fair, Chicago, joins Edit/Chicago there as manager. Firms specialize in commercial editing services.

Media

Richard I. Hasbrook, sales manager, ABC Spot Sales, New York, named director of station relations succeeding **Carmine Patti**, dismissed in March (BROADCASTING, March 30). **Gene P. Klimeck**, administrative manager, ABC-TV station relations, appointed director of station administration. **Robert E. Einhorn**, with ABC-TV stations clearance, appointed regional station-relations manager for Arkansas, Kansas, Mississippi, Missouri, Oklahoma and Texas.

Donald E. Schein, general manager, noncommercial WMHT(TV) Schnectady, N.Y., and executive VP, Mohawk-Hudson Council on Educational Television, non-profit corporation, elected president of council. He succeeds **Thomas Linville**, elected chairman of board of trustees.

Wade Hampton Hargrove, with board of editors, *Federal Communications Bar Journal*, Washington, named execu-

tive director, North Carolina Association of Broadcasters, Raleigh.

Al Smith, president and general manager, WAKY(AM) Louisville, Ky., joins WJRJ-TV Atlanta as operations manager.



Mr. Voron

Voron will remain in Philadelphia where he is general manager of WQAL(FM).

Thomas J. Kennedy, general manager, WSVP(AM) West Warwick, R.I., joins WNAB(AM) Bridgeport, Conn., as station manager.

William F. Heinbach, manager, Bluefield Cable, Bluefield, W. Va., joins Lawrence Cablevision, New Castle, Pa., in same capacity. **Joseph Shoda**, with Montgomery Ward in managerial capacity, succeeds Mr. Heinbach as manager of the Bluefield system. Both Bluefield and Lawrence are Vikoa systems.

Programming

Frank Herman, program director for three cable systems in Southern California owned by Foote, Cone & Belding, New York, and consultant for five other systems, joins CBS New York as CATV program sales consultant, assisting in development and sales of CATV live programming service.

Fred Schneier, co-founder of Showcorporation, New York, named executive VP responsible for all operational activities and supervision of all departments. **Richard A. Harper**, with Showcorporation, named VP directing firm's domestic sales program and feature-film sales.

Art Stolnitz, VP, ABC Pictures Corp.,

D'Arcy promotions

John H. Picou, senior vice president and group supervisor on American Oil at D'Arcy Advertising, Chicago, elected director of agency and promoted to director of client services, Chicago. Other D'Arcy promotions: **Jerome B. Sexton**, to vice president and media director, St. Louis, and **J. Herbert Heydorn**, to vice president and director of media services, Chicago. Other new vice presidents are **James R. Bergsman**, Chicago, and **Clifford Day**, St. Louis, both are account supervisors.

ABC subsidiary which produces motion pictures for theater and subsequent TV use, New York, joins Metromedia Producers Corp. there as VP of production division.

William H. Dover Jr., director of retail services, WUAB-TV Cleveland, named VP-retail services with headquarters at WRIC(TV) San Juan, Puerto Rico. Both are United Artists Broadcasting stations. Retail services function as a production house utilizing United Artist television facilities.

Franz Allina, studying programming regulation and CATV for Markle Foundation, New York ("Closed Circuit," Feb. 2), joins Children's TV Workshop there as director of special TV projects, principally CATV. He will continue research project concurrently.

Arnold Carter, manager of customer relations, Martin Marietta Corp., New York, diversified manufacturer, joins distributor division of Nightingale-Conant Corp., Chicago, as director of communications research.

Bernard Barron, general manager, West Coast operations, Columbia Pictures, named executive vice president and general manager, Hollywood Mobile Studios, North Hollywood, Calif., movie-television production facility.

S. Anders Yocum Jr., production manager, noncommercial WEDH(TV) Hartford, Conn., appointed program manager, Connecticut Public Television Network there. He succeeds **Douglas G. Leonard**, appointed director of programming, New Jersey Public Television Authority, Trenton.

Larry Autry, director, KTRK-TV Houston, appointed production manager.

Kenneth N. McClure, assistant to president of Elba Systems Corp., Phoenix audio-visual firm, appointed executive director of Canyon Films there, wholly owned subsidiary of Elba.

Gene Cless, program director, WNEM-TV Saginaw - Bay City - Flint, Mich., joins KCMO-TV Kansas City, Mo., in same capacity. Both are Meredith stations.

Jeff Dale, music director, WKYC-AM-FM Cleveland, joins KEBE(AM) Jacksonville, Tex., as production director.

Thomas J. Silberman, director, WXIX-TV Cincinnati, appointed production manager.

Jim Newman, news director, KWHY-TV Los Angeles, appointed program director.

Donn Stuart, music director, WORJ-FM Mount Dora, Fla., joins WAVS(AM) Fort Lauderdale, Fla., as program director.

Ron Noguera, with WBUS-FM Miami, appointed program and music director.

Valerie Allen, with Selectavision, RCA TV-playback system, New York, ap-

pointed East Coast program coordinator.

News

John Deidiker, with KWPM-AM-FM West Plains, Mo., appointed news director succeeding **Oscar Johnson Jr.**, who resigns to become information director for the Illinois National Guard.

Tom Becherer, production editor, KMOX-TV St. Louis, appointed news manager.

John Wicklein, executive producer of public affairs, National Educational Television, Washington, joins WCBS-TV New York in newly created position of assistant director-news broadcasts with responsibility for all news broadcasts. **Martin Haag**, news director, KTTV(TV) Los Angeles, joins WCBS-TV as assistant director-news operations with responsibility for technical personnel and facilities.

Phil Pacson, newsman, WHLI-AM-FM Hempstead, N.Y., appointed news director.

Bill Stevens, news editor, WELI(AM) New Haven, Conn., joins WAVZ(AM) there as news director.

Ken Taylor, news director, WLBW-TV (now WPLG-TV) Miami, joins WGBS(AM) there in same capacity.

J. Richard Toren, regional executive, UPI, named Pittsburgh bureau manager succeeding **Edward J. McFall**, who becomes Philadelphia bureau manager.

Don Pearlman, with WDAF-AM-TV Kansas City, Mo., joins WBBM(AM) Chicago as news writer-editor.

Dave Henderson, newsman, KVI(AM) Seattle, Wash., joins KSFO(AM) San Francisco in similar capacity.

Bill Taylor, formerly with WSMS-TV Fort Lauderdale, Fla., joins WAVS(AM) there as newsman.

Judy Woodward, reporter, Public Coast News Service, Sacramento, Calif., joins KOGO-AM-FM-TV San Diego in same capacity.

Joel H. Wilkerson joins WLWI(TV) Indianapolis as reporter.

Promotion

Stanley M. Pederson, promotion director, WLWI(TV) Indianapolis, joins WMAL-TV Washington as advertising and promotion manager.

Carl J. Fielstra, news director, WKPR(AM) Kalamazoo, Mich., joins WKYC-TV Cleveland as public-relations administrator.

Joseph Jones, sales service coordinator, KNX(AM) Los Angeles, appointed research director, promotion department. He succeeds **Mike Silverstein**, appointed director of research and sales promo-

Six take NCTA posts

Amos B. Hostetter Jr., VP, treasurer and director of Continental Cablevision of Ohio, Fosteria, and **Robert H. Symons**, VP of Teleprompter Corp., New York, named to executive committee, National Cable Television Association. **William J. Bresnan**, president of H&B American Cablevision, Los Angeles, named VP of NCTA's PR committee and **Lawrence W. Klierwer**, VP of Peninsula Cable Corp., Hampton, Va., named chairman of legislative committee. **Abram E. Patlove**, executive VP of Goodson-Todman Cablevision Inc., New York, named vice-chairman of PR committee and **Frank Thompson**, general manager of Rochester (Minn.) Video Inc., named legislative committee vice-chairman.

tion, KABC-TV there.

Thomas Morrissey, account executive, Gale Brennan & Associates, Milwaukee, joins WTMJ-TV there as sales promotion and merchandising director.

Vince Leonard, TV-radio editor, *Pittsburgh Press*, joins Corporate Communications Counselors, PR subsidiary of Carlton Advertising, Pittsburgh, as PR director.

Gene Barnes, VP, radio/TV and creative projects, McFadden, Strauss & Irwin, New York, resigns to reactivate Barnes Associates, multi-media PR agency there.

Tom Clark, with publicity department, Walt Disney Productions, Burbank, Calif., named VP and director of public relations, Rod McKuen Enterprises, Los Angeles. McKuen Enterprises includes television production company.

Equipment & engineering

Richard W. Sonnenfeldt, president of Digitronics Corp., Albertson, N. Y., computer-equipment manufacturer, joins RCA, New York, in newly created position of VP, special projects. He will be responsible for special studies and projects in communications field.

Neil R. Vander Dussen, with RCA broadcast systems division, Camden, N.J., appointed manager, studio-equipment engineering and product management.

Jerry S. Kennedy, with Hackensack, N.J., office of Ampex Corp., Redwood City, Calif., appointed Northeast region sales engineer for Ampex video products division with offices in Chevy Chase, Md., and Abington, Pa. **Charles E. Anderson**, with Ampex in Redwood City, appointed product planner in video products division.

Kevin J. Murphy, assistant chief engineer, WFLD-TV Chicago, joins WSNS-TV there as director of engineering.

Charles Eining, supervisor of technical operations, WMAQ-TV Chicago, appointed to newly created position of project engineer and major technical planning and construction supervisor. **Don Fitch**, appointed supervisor of technical operations.

Steve Smith, from U.S. Coast Guard, rejoins KCMO-TV Kansas City, Mo., as assistant director of engineering.

International

Thomas P. Einstein, with legal department, ABC International Television, New York, appointed director of business affairs.

Dr. Guido Benzoni, formerly president of Horniblow, Cox, Freeman, of London, joins Norman, Craig & Kummel, Milan, Italy, as general manager.

Reg Baker, general manager, CBS Television Network Sales of Canada, Toronto, elected VP.

Paul-Emile Lamy, general assistant to chairman, Canadian Radio-Television Commission, appointed acting representative of CRTC in Montreal.

Dr. Andrew Stuart, former chairman of Board of Broadcast Governors (now the Canadian Radio Television Commission) and president of University of Alberta, resigns to accept position at University of Ibadan in Nigeria.

Allied fields

Robert A. Marmet and **Gordon R. Malick**, with Robert A. Marmet, Washington communications law firm; **George D. Webster** and **T. Neal Combs**, with Austin, Miller & Gaines, tax and trade association law firm there, and **Arthur L. Herold**, with the Federal Trade Commission, from Marmet & Webster for general practice of law, including communications matters.

Edward M. Cramer, president of Broadcast Music Inc., New York, named to administrative council of International Confederation of Societies of Authors and Composers.

Deaths

Thompson K. Cassel, 52, president of WKIS-AM-FM Orlando, Fla., died July 7 at Orange Memorial hospital, Orlando, following long illness. He began broadcasting career at WJEJ(AM) Hagerstown, Md., was one of founders of WCHA(AM) Chambersburg, Pa., and had ownership interests in WCOA-AM-FM Pensacola, and WUWU(AM) Gainesville, both Florida. He is survived by

his wife, Nova, two sons and one daughter.

Fran Van Hardeveldt, 59, radio producer-director, died June 29 of heart attack in Methodist hospital, Houston. He produced and directed *The Aldrich Family* from 1939 to 1951 and *The Railroad Hour*, *The Great Gildersleeve*, *Father Knows Best* and *The Roy Rogers Show*. He is survived by his wife, Shirley, son and daughter.

Chester Stratton, 57, actor, died July 8 in his Los Angeles home of apparent heart attack or stroke. On radio, he played in *The O'Neills*, *Pepper Young's Family*, *Ace of the Airways* and on *Lux Radio Theater*. On TV, he appeared in hundreds of live dramatic presentations from New York and Hollywood. He is survived by his wife, Marion.

Bill W. Fillingham, 40, VP and general

manager **WARK(AM)** Hagerstown, Md., died July 6. He was formerly manager of **WNAV-AM-FM** Annapolis, Md. He is survived by his wife, Joanne, and one daughter.

Ted Smart, 43, reporter, NBC News, Chicago, drowned in Lake Michigan boating accident, July 3. He had been with NBC since 1964. He is survived by his wife, Barbara, two sons and two daughters.

ForTheRecord®

As compiled by BROADCASTING, June 29 through July 7 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 actions

■ **Peoria, Ill.**—Illinois Valley Public Telecommunications Corp. Broadcast Bureau granted UHF ch. 47: ERP 558 kw vis, 111.6 kw aur. Ant. height above average terrain 337 ft.; ant. height above ground 352 ft. P.O. address: c/o Philip Weinberg, 1501 West Bradley Avenue, Peoria 61606. Estimated construction cost \$455,000; first-year operating cost \$85,200; revenue none. Geographic coordinates 40° 41' 56" north lat.; 89° 37' 00" west long. Type trans. GE TT57-A. Type ant. Bogner DR-28. Legal counsel Wilner, Scheiner & Greeley, Washington; consulting engineer Markely & Jones, Mapleton, Ill. Principals: Philip Weinberg, president of board, et al. Action June 25.

■ **Lincoln, Neb.**—Capital City Television Corp. Broadcast Bureau granted UHF ch. 45: ERP 210 kw vis., 42 kw aur. Ant. height above average terrain 339 ft.; ant. height above ground 397 ft. P.O. address: c/o David M. Noyes, 3863 South Street, Lincoln 68506. Estimated construction cost \$94,000; first-year operating cost \$70,000; revenue \$95,000. Geographic coordinates 40° 41' 00" north lat.; 96° 40' 00" west long. Type trans. RCA TTU-12ALA. Type ant. RCA TFU-30J.

Legal counsel none; consulting engineer E. Harold Munn Jr., Coldwater, Mich. 49036. Principals: David M. Noyes, president, Paul J. Noyes, vice president (each 37.5%), Mark V. Sweeney, secretary-treasurer, and Larry F. Sweeney (each 12.5%). Messrs. David and Paul Noyes own 50% and 25%, respectively, of construction company. Messrs. Larry and Mark Sweeney each own 25% of tractor company. Action June 25.

Other actions

■ Review board in Hartford, Conn., TV proceeding, Doc. 18821, granted motion filed June 25 by RKO General Inc. and extended until date twenty days after commission acts upon RKO's petition for reconsideration and for conditional grant without a hearing filed June 22. Action June 29.

■ Review board in Tijuana, Mexico, TV proceeding, Doc. 18606, granted request filed June 25 by Western Telecasters Inc., and extended to June 26 time to file responsive pleadings to XETV's appeal from adverse ruling of hearing examiner, filed June 11. Action June 29.

■ Review board in New York, TV proceeding, Docs. 18711-12, denied appeal from examiner's ruling denying request for protective order, filed May 25 by WPIX Inc. Action July 6.

Rulemaking petition

■ **KZAZ(TV)** Nogales, Ariz.—Request rules to change assignment of ch. 11 from Nogales to Nogales-Tucson, Ariz. Ann. July 2.

Call letter applications

■ **WGBH** Educational Foundation, Springfield, Mass. Requests ***WGBY-TV**.

■ **Mississippi** Authority for Educational TV, Ackerman, Miss. Requests ***WMAB(TV)**.

■ **Blue Ridge** ETV Association, Norton, Va. Requests ***WSVN-TV**.

Call letter action

■ **Andrew J. Crevolin**, Stockton, Calif. Granted **KAJC-TV**.

Existing TV stations

Final actions

■ Broadcast Bureau granted licenses covering changes for following: **KTVI(TV)** St. Louis; **WMT-TV** Cedar Rapids, Iowa; **WNED-TV** Buffalo, N. Y.; **KVII-TV** Amarillo, Tex.; **WLKY-TV** Louisville, Ky. Actions June 26.

■ **Alabama**—FCC granted application of Alabama Educational Television Commission for renewal of license for eight educational TV's after commission review of allegations of discriminatory programming selection policies indicated that AETC was properly exercising discretion and had been presenting some black-oriented programs. Action June 24.

■ **WBRC-TV** Birmingham, Ala.—Broadcast Bureau granted license covering changes. Action June 29.

■ **KNBC-TV** Los Angeles—FCC granted joint petition allowing Voice of Los Angeles Inc. to withdraw CP application in comparative hearing with NBC, licensee of **KNBC-TV**, in return for \$102,460.94 as reimbursement of expenses (Docs. 18602-3). Commission dismissed Voice of Los Angeles Inc. application; returned NBC application for renewal of license to commission's processing line; granted application for review of review board action; deleted disqualifying issue relating to NBC. Action July 1.

■ **KMIR-TV** Palm Springs, Calif.—Broadcast Bureau granted license covering new station. Action June 26.

■ **WNHC-TV** New Haven, Conn.—Broadcast Bureau granted license covering permit authorizing changes in existing station. Action June 29.

■ **WBBH-TV** Fort Myers, Fla.—Broadcast Bureau granted license covering new station and to specify studio location as 3719 Central Avenue, Fort Myers. Action June 26.

■ **WCWB-TV** Macon, Ga.—Broadcast Bureau granted license covering new station. Action June 26.

■ **WBBM-TV** Chicago — Broadcast Bureau granted license covering changes. Action June 29.

■ **WTWO(TV)** Terre Haute, Ind.—Broadcast Bureau granted license covering changes. Action June 29.

■ **WNBF-TV** Binghamton, N. Y.—Broadcast Bureau granted license covering auxiliary trans. and ant. Action June 29.

■ **KOBI(TV)** Medford, Ore.—Broadcast Bureau granted license covering changes. Action June 29.

■ **KBMT(TV)** Beaumont, Tex. — Broadcast Bureau granted license covering permit authorizing changes in existing station; change name to Liberty Corp. Action June 29.

■ **KNCT(TV)** Belton, Tex.—Broadcast Bureau granted CP to replace expired permit for new station. Action June 24.

■ **WLVA-TV** Lynchburg, Va.—Broadcast Bureau granted license covering change. Action June 29.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (**WTAR** Radio-TV Corp. [**WTAR-TV**] and Hampton Roads Television Corp.). TV proceeding, granted request by Hamp-

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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 ¹
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*	297
Total commercial TV	622	2	67	691	126	821
Educational FM	391	0	24	415	44	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

¹ Includes 25 educational AM's on nonreserved channels. Includes two licensed UHF's that are not on the air.

ton Roads Television Corp. and rescheduled prehearing conference for Aug. 6 (Docs. 18791-2). Action June 26.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV], et al.), TV-AM proceeding, granted May 27 petition by Washington Community Broadcasting Co. for leave to amend application to show change in stockholders and to substitute new financial data; dismissed Aug. 15 petition for leave to amend and all further pleadings filed as consequence thereof (Docs. 18559, 18561-3). Action June 24.

Designated for hearing

■ WGHP-TV High Point, N. C.—FCC designated for hearing mutually exclusive applications of Southern Broadcasting Co., licensee of WGHP-TV, for renewal of license on ch. 8 and Furniture City Television Inc., for CP for new TV on ch. 8. Action July 1.

Call letter action

■ WJRJ-TV, Turner Communications Corp., Atlanta. Granted WTCG(TV).

New AM stations

Start authorized

■ WMLR Hohenwald, Tenn. — Authorized program operation on 1540 kc. 250 w-D. Action June 29.

Final actions

■ Bethel, Alaska—Bethel Broadcasting Inc. Broadcast Bureau granted 700 kc, 10 kw-D. P.O. address: c/o Dr. Charles M. Northrip, University of Alaska, College, Alaska 99701. Estimated construction cost \$53,793.77; first-year operating cost \$30,000; revenue none. Principals: Ray Christiansen, temporary president of nonprofit corporation. Mr. Christiansen is Alaska state senator. Action June 25.

■ Nome, Alaska—Catholic Bishop of Northern Alaska. Broadcast Bureau granted 780 kc, 5 kw, 10 kw-LS, U. P.O. address: c/o Father James E. Poole, S.J., Box 7, St. Joseph's Church, Nome 99762. Estimated construction cost \$69,433; first-year operating cost \$22,000; revenue \$24,000. Principals: Reverend Robert Whelan, S.J., sole owner. Action June 29.

■ Fayetteville, Tenn.—Lincoln County Broadcasting Co. Broadcast Bureau granted 1140 kc, 1 kw, P.O. address: 4707 Joy Circle, Huntsville, Ala. 35810. Estimated construction cost \$16,590; first-year operating cost \$19,450; revenue \$28,678. Principals: Curtis C. Hughey and William L. Malone, each 50% partners. Mr. Hughey is fireman. Mr. Malone is 50% owner of general merchandise store and owns farm. Action June 22.

Other action

■ Review board in Jacksonville, N.C., AM proceeding, Docs. 18549, 18813-14, granted petition for acceptance of late-filed petition to enlarge, filed April 27 by Seaboard Broadcasting Corp. and motion for acceptance of late-filed pleading, filed May 15 by Seacland Broadcasting Systems Inc., and granted to extent indicated and denied in all other respects, petition to enlarge issues, filed April 27 by Seaboard Broadcasting Corp. Action July 6.

Designated for hearing

■ Jackson, Ala.—FCC designated for hearing mutually exclusive applications of Radio

Jackson Inc. for new AM on 1230 kc. 250 w, 1 kw-LS, and Vogel-Ellington Corp., licensee of WHOD(AM) Jackson for change in facilities to 1230 kc, 250 w, 1 kw-LS. Action July 1.

■ Sylacauga and Jacksonville, both Alabama—FCC designated for hearing mutually exclusive applications of Heart of Dixie Broadcasting Co., Sylacauga, and Jacksonville Broadcasting Co. and University Broadcasting Co., Jacksonville, for new daytime AM on 1090 kc. Action July 1.

■ Broadway-Timberville and Charlottesville, all Virginia—FCC designated for hearing mutually exclusive applications of Massanutten Broadcasting Inc. and Charlottesville-Albemarle Broadcasters Inc. for new AM's on 1470 kc, 5 kw-D. Action July 1.

Call letter actions

■ Grantell Broadcasting Co., York, Ala. Granted WYLS.

■ Cameron Radio Inc., Cameron, Mo. Granted KMRN.

Processing line

■ FCC notified that on August 11 following AM application will be ready and available for processing: NEW, Kodiak, Alaska; Loren F. Bridges; Req: 560 kc, 1 kw, U. Ann. July 6.

Existing AM stations

Application

■ WSMG Greenville, Tenn.—Seeks CP to change from 1450 kc, 250 w-U to 1450 kc, 250 w, 1 kw. Ann. July 2.

Final actions

■ WJBY Gadsden, Ala.—Broadcast Bureau granted renewal of license; granted license covering use of former main trans. as alternate-main tran. Action June 29.

■ KBHS Hot Springs, Ark.—Broadcast Bureau granted mod. of CP to change ant-trans. location to north east ¼ south west ¼ section 6 T38, R18W, Hot Springs. Action June 30.

■ KXOA Sacramento, Calif.—Broadcast Bureau granted mod. of CP to change daytime directional radiation pattern; condition. Action June 29.

■ KQIK Santa Paula, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Action June 29.

■ KOBO Yuba City, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Action June 30.

■ WSNE Cumming, Ga.—Broadcast Bureau granted CP to change from 1410 kc, 1 kw, DA-D to 1170 kc, 1 kw-D. Action June 29.

■ WSBC Chicago—Broadcast Bureau granted CP to change studio and ant-trans. location to near intersection of Belmont & La Vergne Ave. Chicago; condition. Action June 29.

■ KWKY Des Moines, Iowa—Broadcast Bureau granted CP to install new auxiliary trans. Action June 29.

■ WYNK Baton Rouge—Broadcast Bureau granted mod. of CP to correct orientation of line of towers. Action June 30.

■ WDSK Cleveland, Miss.—Broadcast Bureau granted CP to reinstate expired permit for changes; granted mod. of CP to increase height of tower by 10 ft.; condition. Action June 29.

■ WLTV Littleton, N. H.—Broadcast Bureau granted CP to change from 1400 kc, 250 w-U to 1400 kw, 250 w, 1 kw-U and change type trans.; remote control permitted. Action June 26.

■ KDEF Albuquerque, N. M.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 506 Second St., N.W., Albuquerque, N. M.; conditions. Action June 29.

■ KOBE Las Cruces, N. M.—Broadcast Bureau granted license covering changes; specify type trans. Action June 30.

■ WHN New York—Broadcast Bureau granted mod. of CP to make changes in maximum expected operating values. Action June 30.

■ WATH Athens, Ohio—FCC granted application by Radio Athens Inc. for change in site and increase in power to 5 kw. Action July 1.

■ KWLG(AM) Wagoner and KVIN(AM) Vinita, both Oklahoma—FCC denied motion to postpone oral argument, filed June 25 by Vinita Broadcasting Inc. and Lum A. Humphries in proceeding involving applications for renewal of licenses of KWLG and KVIN and for CP for new FM at Vinita (Docs. 18085-7). Action July 1.

■ WXUR-AM-FM Media, Pa.—FCC denied applications by Brandywine-Main Line Radio Inc. for renewal of licenses of WXUR-AM-FM (Doc. 17141). Decision reverses initial decision recommendation to grant renewals. Commission concluded licensee failed to provide reasonable opportunities for presentation of contrasting views on controversial issues of public importance; ignored personal attack principle of fairness doctrine; program and operation representations were not adhered to; no adequate efforts were made to keep stations attuned to community's needs. Brandywine ordered to cease operation by 12:01 a.m., Sept. 1. Action July 1.

■ WWGM(AM) and WSET(FM) Nashville—FCC granted petition for declaratory ruling filed by John R. Cheadle of Nashville, trustee in bankruptcy for Second Thursday Corp. (Docs. 17914, 18175). Commission stayed hearing on Second Thursday's applications for renewal of WWGM's license and for extension of construction time for WSET-FM until all questions raised by Mr. Cheadle in further petition for reconsideration have been answered. Action July 1.

Initial decision

■ WEBY Milton, Fla.—Hearing Examiner Herbert Sharfman in initial decision proposed probationary renewal of license of WEBY for one year (Doc. 17613). Action July 1.

Action on motions

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]). AM proceeding, scheduled evidentiary hearing for July 7 (Doc. 18710). Action June 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Perry, Fla. (WPRY Radio Broadcasters Inc.), renewal of license of WPRY, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for Aug. 11; scheduled hearing for Sept. 8 in Perry, Fla. (Doc. 18885). Action June 26.

Fines

■ KWAD Wadena, Minn.—FCC ordered to forfeit \$500 for permitting routine operation of trans. to be performed by operator whose third-class permit was not endorsed for broadcast operation. Action July 1.

■ WNEL Caguas, P. R.—FCC notified of apparent liability forfeiture of \$2,000 for willful or repeated violation of rules by repeatedly placing apparently fictitious meter readings in operating log and by failing to provide data concerning equipment performance measurements. Action July 6.

■ WISO Ponce, P. R.—FCC ordered to forfeit \$500 for repeated violation of rules by consistently modulating in excess of 100% on negative peaks. Action July 6.

■ WKYN-AM-FM San Juan, P. R.—FCC ordered to forfeit \$1,000 for violations including failure to provide data on equipment performance measurements and failure to make appropriate log entries. Action July 1.

■ KFDR Grand Coulee, Wash.—FCC ordered to forfeit \$750 for operating station with 1 kw power entire month of Sept. and Oct. 1 to 23, 1968, rather than 500 w authorized under PSA. Action July 1.

Call letter applications

- KEST, KEST Broadcasting Associates, Boise, Idaho. Requests KSPD.
- KWVY, Cedar Valley Broadcasting Co., Waverly, Iowa. Requests KWAY.
- KLSI, Salina Radio Inc., Salina, Kan. Requests KINA.

Call letter actions

- KCMS, Garden of the Gods Broadcasting Co., Manitou Springs, Colo. Granted KEDI.
- KBON, Paxton Radio Inc., Omaha, Neb. Granted KLNG.
- KTOD, Dynamic Broadcasting Corp., Sinton, Tex. Granted KIKM.
- WSAZ, Stoner Broadcasting System Inc., Huntington, W. Va. Granted WGNT.

New FM stations

Start authorized

- WKMS-FM Murray, Ky.—Authorized program operation on 91.3 mc, ERP 13 kw, ant. height above average terrain 490 ft. Action May 8.

Applications

- Sheldon, Iowa—Sheldon Broadcasting Co. Seeks 105.5 mc, 3 kw. Ant. height above average terrain 97 ft. P.O. address: 308 9th Street, Sheldon 51201. Estimated construction cost \$23,004; first-year operating cost \$2,000; revenue \$4,000. Principals: Elder C. Stangland, sole owner. Mr. Stangland owns KIWA(AM) Sheldon and owns majority interest in KCHF-AM-FM Sioux Falls, S. D. Ann. June 22.
- Winston-Salem, N. C.—Bible Moravian Church Inc. Seeks 89.3 mc, 3.18 kw. Ant. height above average terrain 117.4 ft. P. O. address: 701 E. Sprague Street, Winston-Salem 27107. Estimated construction cost \$5,370; first-year operating cost \$1,200; revenue none. Principals: David R. Jones, president, board of elders, et al. Ann. June 22.
- Morrow, Ohio—Little Miami Local Schools. Seeks 88.1 mc. TPO 10 w. P. O. address: 605 Welch Road, Morrow 45152. Estimated construction cost not indicated; first-year operating cost \$15,200; revenue none. Principals: Arch F. Hildebrandt, president, board of education, et al. Ann. June 29.

Final actions

- Santa Rosa, Calif.—Redwood Empire Stereocasters. Broadcast Bureau granted 100.1 mc, 3 kw. Ant. height above average terrain 282 ft. P.O. address: 218 Webster Street, Palo Alto, Calif. 94301. Estimated construction cost \$21,180; first-year operating cost \$24,000; revenue \$34,000. Principals: Gordon D. and Susan L. Zlot, jointly 100%. Mr. Zlot is broadcast products manufacturer employe. Action June 26.
- *Stockton, Calif.—San Joaquin Delta Junior College District. Broadcast Bureau granted 89.5 mc, 10 w. P.O. address: 3301 Kensington Way, Stockton 95204. Estimated construction cost \$12,090; first-year operating cost \$14,350; revenue none. Principals: James P. Darrah, president of board of trustees, et al. Action June 30.
- Norway, Me.—Oxford Hills Radio Communications Inc. Broadcast Bureau granted 105.5 mc, 2.5 kw. Ant. height above average terrain 324 ft. P.O. address: 13 Maple Street, Norway 04268. Estimated construction cost \$15,455; first-year operating cost \$16,280; revenue \$24,000. Principals: Arlene M. Knight, president (84.615%), Martha B. Nason, treasurer, and Clyde E. Nason, clerk-secretary (each 7.6925%). All principals are teachers in Maine. Action June 29.

Action on motion

- 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, set certain procedural date and scheduled evidentiary hearing for Sept. 14 (Doc. 18308 and 18793). Action June 26.

Other actions

- Review board in Portland, Ind., FM proceeding, Docs. 17916-17, granted petition for extension of time, filed July 1, by Glenn West. Action July 6.
- Review board in Middlesboro, Ky., FM proceeding, Doc. 18520, granted request filed June 25 by Broadcast Bureau, and extended to July 10 time to file exceptions to initial decision. Action June 29.

- Review board in Gahanna, Ohio, FM proceeding, Docs. 18308 and 18793, granted motion for further extension of time to file responsive pleading filed June 29 by Christian Voice of Central Ohio. Action July 1.

Rulemaking petitions

- WHTH Health, Ohio—Requests rulemaking to amend FM table of assignments to add ch. 269A at Heath, Ohio. Ann. July 2.
- Daniel E. Gabriel, Pennington Gap, Va.—Requests amendment of FM table of assignments to add ch. 288A to Pennington Gap, Va. Ann. July 2.

Rulemaking actions

- FCC adopted proposal to amend FM table of assignments in notice of proposed rulemaking to assign: ch. 296A at Southern Pines, N. C.; ch. 228A at Greenville, Tex.; ch. 252A at Monticello, N. Y.; ch. 249A at Grundy Center, Iowa; ch. 237A at Independence, Iowa; ch. 265A at Sulphur, Okla.; ch. 285 at Antigo, Wis.; ch. 232A at Millington, Tenn.; ch. 221A at Oxford, Miss.; ch. 237A at Senatobia, Miss.; ch. 221A at Calhoun City, Miss.; ch. 265 at Cuba or Sullivan, both Missouri; ch. 240A at Kentland or Fowler, both Indiana. Actions July 1.

Call letter applications

- Radio Fleeta Inc., Tucson, Ariz. Requests KXEW-FM.
- Cedar Valley Broadcasting Co., Waverly, Iowa. Requests KWAY-FM.
- Falmouth Broadcasting Inc., Falmouth, Mass. Requests WUCV(FM).
- Manistee Radio Corp., Manistee, Mich. Requests WMTE-FM.
- Lewis County Broadcasting Co., Canton, Mo. Requests KCTM(FM).
- Hampton County Broadcasters, Hampton, S. C. Requests WJBW-FM.
- Hudson Broadcasting Corp., Middleton, Wis. Requests WMAD-FM.

Call letter actions

- Southern Colorado State College, Pueblo, Colo. Granted *KTCF-FM.
- Mission East Co., Miami. Granted WIGL(FM).
- Hendersonville Broadcasting Corp., Hendersonville, Tenn. Granted WHVT(FM).
- Mountain State Broadcasting Co., Princeton, W. Va. Granted WHGC(FM).

Existing FM stations

Final actions

- KFMR(FM) Fremont, Calif.—Broadcast Bureau granted license covering changes. Action June 30.
- *KQED-FM San Francisco—Broadcast Bureau granted CP to make changes in trans. equipment. Action June 30.
- WGLF(FM) Tallahassee, Fla.—Broadcast Bureau granted license covering permit for new FM; studio and remote control location 545 E. Tennessee St. Action June 30.
- WXKL(FM) Winter Haven, Fla.—Broadcast Bureau permitted remote control. Action June 25.
- *WREK(FM) Atlanta—Broadcast Bureau granted license covering changes; specify type trans. Action June 30.
- WAUG-FM Augusta, Ga.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 83 ft. Action June 30.
- *WGHFS(FM) Glen Ellyn, Ill.—Broadcast Bureau granted mod. of CP to change ant.; make changes in trans. line; operate by remote control from studio location 670 Crescent Blvd., Glen Ellyn. Action June 30.
- KWKH-FM Shreveport, La.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action June 30.
- KBSB(FM) Bemidji, Minn.—Broadcast Bureau granted CP to change trans. location to Tamark Hall (high-rise dormitory) Birchmont Drive, Bemidji, Minn.; operate by remote control from studio site, Birch Hall, Birchmont Drive, Bemidji, Minn.; make changes in ant. system. Action June 25.
- Pemberton Broadcasting Inc., Grenada, Miss.—Broadcast Bureau granted mod. of CP to change trans. location of FM. Action June 25.
- WOTW-FM Nashua, N. H.—Broadcast Bu-

reau granted CP to install new trans.; ERP 3 kw; ant. height 165 ft. Action June 30.

- WCLL-FM Corning, N. Y.—Broadcast Bureau granted license covering changes; specify type trans.; granted mod. of license to change ant. system. Action June 30.

- *WOBK-FM Oberlin, Ohio—Broadcast Bureau granted mod. of CP to change ant. trans. location to 105 W. Lorain St., Wilder Hall, Oberlin with remote control. Action June 30.

- KBKN(FM) Broken Arrow, Okla.—Broadcast Bureau granted mod. of CP to change trans. location to Juct. S. Ash at W. El Paso St.'s, Broken Arrow; change studio location to 312 S. Main St., Broken Arrow; operate by remote control from proposed studio site, 312 S. Main St., Broken Arrow; change type ant.; make changes in ant. system; change type trans.; ERP 3 kw; ant. height 245 ft. Action June 25.

- KRMG-FM Tulsa, Okla.—Broadcast Bureau granted CP to make changes in transmission line; change trans. Action June 30.

- WAEL-FM Maricao, P. R.—Broadcast Bureau granted mod. of CP to change studio location to E. Street #600 Guanajibo Development near Mayaguez, P. R.; operate by remote control from proposed studio location. Action June 26.

- KMWT-FM Mineral Wells, Tex.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height 200 ft. Action June 24.

- WLLL-FM Lynchburg, Va.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 240 ft. Action June 25.

- KLYN-FM Lynden, Wash.—Broadcast Bureau granted CP to change trans. location to 211 Front St., Lynden; operate by remote control from studio location 525 Front St., Lynden; change type trans. and ant.; make changes in ant. system; ant. height 89 ft.; ERP 30 kw. Action June 26.

Call letter actions

- KERN-FM, Reliable Broadcasting, Bakersfield, Calif. Granted KLYD-FM.
- WLDR-FM, Great Northern Broadcasting System, Traverse City, Mich. Granted WLDR(FM).
- KZYM-FM, Missouri-Illinois Broadcasting Co., Cape Girardeau, Mo. Granted KFMP(FM).

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: WAEL-FM Maricao, P. R., to Oct. 14; KAVE-TV Carlsbad, N. M., to Dec. 26; KGLC-TV Mason City, Iowa, to Dec. 26; K76CV Overton, Nev., to Dec. 26; W77AH Westery, R. I. to Dec. 26; W2AK Williamsport, Pa., to Dec. 26; W42AA, Yauco, P. R., W46AA, Guayama, P. R., to Dec. 26. Actions June 26.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their copending auxiliaries: WAOA Opelika and WBCA Bay Minette, both Alabama; WGAA Cedartown, Ga.; KWEH(FM) Camden, KZOT Marianna, KFAY Fayetteville and KKEG(FM) Fayetteville, all Arkansas. Actions June 30.
- Broadcast Bureau granted renewal of licenses for following stations and their copending auxiliaries: KCTO Columbia, KVPI-AM-FM Ville Platte, all Louisiana; WCHK-AM Canton, Ga.; WEAC Gaffney, S. C.; WFOR-FM Hattiesburg, Miss.; WZSS Henderson, and WKSX West Jefferson, both North Carolina; WLOX-TV Biloxi and WMBC-FM Columbus, both Mississippi; WMBL Morehead City, N. C.; WMGR Bainbridge, Ga.; WPGC Morningside, Md.; WATV Birmingham and WAJM-FM Montgomery, both Alabama. Actions June 30.
- Broadcast Bureau granted renewal of licenses for following stations and their copending auxiliaries: KBRI-AM-FM Brinkley, KCCL Paris, KGUS(FM) Hot Springs and KNEA Jonesboro, all Arkansas; KPBC Port Sulphur and KTLD Tallulah, both Louisiana; KZRK Ozark, Ark.; WAUD Auburn and WAPX Montgomery, both Alabama; WBFN Quitman, Miss.; WBTR-FM Carrollton, Ga.; WCGC Belmont, N. C.; WCIS-

(Continued on page 67)

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. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$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.

Assistant to manager of successful single-station near midwest metro markets. Station grossed over \$100,000 last year. Need number 2-type man with solid small market experience in sales, programming, and all around operation. Opportunity to grow with young multiple-station group. You will not be considered unless you submit a detailed history of your sales experience (billing, records, etc.) Better than average salary plus incentive, other fringes. Box G-117, BROADCASTING.

Wanted—General manager for new AM station in small rural community. List experience, references, and salary required. P.O. Box 221, Cameron, Missouri 64429.

Help Wanted Sales

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.

Experienced sales manager for progressive FM station related to most prestigious southern university. Twenty percent commission, bonus for all sales above fixed operating budget. Departmental autonomy. Inherit twenty established accounts. Send resume, references to Box G-105, BROADCASTING.

Midwest metro market station has an opening for an experienced salesman. Beautiful river community. Station offers full employee benefits. Base pay based on experience. Great growth potential. Box G-116, BROADCASTING.

Permanent position—Small Texas market sales manager to work on 50% commission on out of town sales—3 towns over 10,000 in primary coverage—call or write Box G-130, BROADCASTING.

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.

Audition director and counselors in Kansas for the Columbia School of Broadcasting, the world's largest broadcasting school. Must be sharp, aggressive and enjoy working with young people. Sales and/or management background preferable. We will give you a beautifully organized, tested salesplan. You should make \$15,000 and up. Send resume and picture to J. D. Hill, 2508 Rigel Drive, Colorado Springs, Colorado 80906.

Announcers

We're a long established station with new facilities in a western Pennsylvania small market and are looking for an experienced all-around announcer with a first class license who will fit our MOR format. Please send resume and 7½ tape. Box F-206, 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.

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.

Announcers continued

Eastern major group operator needs top jock. Must be personality, great shift. Great market. Great money and everything else. Your shot next. Reply quick with tape and resume to Box G-54, BROADCASTING.

Successful AM station in southeast, currently building new FM station, is interested in hiring stable, sober announcer. You may have limited experience if ambitious . . . willing to start at reasonable salary and work yourself up . . . have good personality and able to meet people . . . have 3rd class endorsed license and ability to run adult-MOR format. Immediate opening . . . exceptional fringe benefits. If you qualify, write Box G-56, BROADCASTING.

Opportunity for ambitious announcer to break into fulltime sales. Reliability, confidence, creativity required. Active account list now creating \$7,000 commission—potential over \$15,000. Midwest. Resume, photo. Box G-96, BROADCASTING.

Top rated southern New England contemporary station looking for experienced, bright personality. Strong on commercial production. Excellent opportunity for responsible individual with good references. Five day week, benefits, start \$145 to \$155. Send tape, resume for Sept. opening to Box G-110, BROADCASTING.

Northeastern New York station seeks 1 young announcer and 1 young salesman . . . prefer experienced, but willing to train. A heck of an opportunity to learn. MOR format. Box G-113, BROADCASTING.

Announcers wanted for northern Michigan power house. Current MOR and contemporary. Excellent opportunity for professionals, tired of the traffic and tedium. Send tape and resume with desired income to Box G-114, BROADCASTING.

100,000 market midwest station looking for bright sign-on announcer-production combination. Prefer someone from the midwest with experience. Salary open, send tape, photo, resume and salary requirements to Jim Miller, Program Director, KCRG, Cedar Rapids, Iowa.

Morning personality man able to assist in production. Up tempo format. College community. Call KHAS Radio, Hastings, Nebr.

Announcer for public radio AM-FM operation in the Upper Midwest. Good fringe and vacation benefits. Start September first. \$540 per month. Send resume, tape, and good references to Martin Busch, KUSD AM FM, Vermillion, So. Dak. 57069.

Announcer wanted: Commercial and news plus some MOR. Prefer some experience and first phone. If you're tired of the rat race, want some fishing and hunting and a good place to raise a family send tape and resume to Joe Herold, KVML, Sonora, Calif. 95370. Sierra foothills, good schools, junior college and a progressive station.

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.

WGMW 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, WGMW, Box 397, Meadville, Penna.

Announcer Wanted: Mature person who can speak to an adult audience. Religious broadcasting station, with format 35% Gospel, 65% Secular, consisting of good music and some country & western of better class type. 40 hour minimum week, \$2,000 hour, 6 work days. WQIZ, St. George, S.C. Clarence Jones, Mgr. (803) 563-4371 open August 31.

MOR small station in heart of sportsmans paradise needs versatile dependable announcer. Box 950, Dillon, Montana, (406) 683-5664.

Announcers continued

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW station in Virginia. Opportunity for sales. Position available immediately. Call 703-629-2509 day, 703-647-8493 night.

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.

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.

Engineer. Maintenance, some announcing. Small market, Kansas, AM/FM. Box G-10, BROADCASTING.

Iowa daytimer non-directional needs a chief engineer. Some announcing. \$140 a week. Send resume to Box G-60, BROADCASTING.

Immediate opening for top flight combination chief engineer and jock—familiar with IGM automation equipment. Top salary and benefits, ideal working conditions and climate. Send resume, references and air check to KHOB-AM—KLDG-FM, Box 40, Hobbs, New Mexico 88240.

Transmitter engineer. Age no barrier if you can do the job. WAMD, Aberdeen, Md. 21001.

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.

If you are looking for a secure engineering position in a pleasant midwest community of 25,000 with many lakes and good fishing and pleasant working conditions. If you are a semi-retired 1st class license holder knowledgeable in xmtr and studio maintenance and enjoy light airwork then WLOI AM and FM in La Porte, Indiana is the ideal place for you. Contact: Wally Olson or Jim Burke at 219-362-6144. Salary is negotiable.

Engineer, first ticket for 5000 watt directional, 50,000 watt stereo FM: new equipment. No announcing, must know audio well and conduct scheduled maintenance, send current picture, resume and requirements to General Manager, WMIX, Mt. Vernon, Illinois 62864.

Wanted—First class engineer for new AM station in small rural community. List experience, references, and salary required. P.O. Box 221, Cameron, Missouri 64429.

News

Major market opportunity for experienced newsmen. 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.

Major eastern market top news operation wants the big voice with all the credentials. Must be able to project. We will hang our whole operation on you. Be good. Be quick. Tape and resume to Box G-55, BROADCASTING.

Wanted: Newsmen or radio man wanting to learn news. Midwest only. Ralph Weber. KLSS/KSMN, Mason City, Iowa.

Small California station wants second newsmen who must know sports with play-by-play possible. Some sales if desired. Excellent opportunity for qualified beginner who wants to write or experienced man who wants to grow with market. Send audition tape, resume, photo, references to KPRL, P.O. Box 96, Paso Robles, California 93446.

News continued

Attention small market newsmen ready for move into city as working newsmen. WCAP has opening for newsmen who can dig, write, deliver news at station where news is first. WCAP fringe benefits are tops. If you have one or two years radio news experience we're interested. Send resume, tape, picture, salary requirements, Don White, WCAP News Director, 243 Central Street, Lowell, Mass. 01852.

Programing, Production, Others

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.

Are you an above average production man? Do you take pride in the commercials you put on the air? Are you looking for a good future with a good growth potential? Do you have a first phone license? If your answer is yes, then contact Box C-63, BROADCASTING, immediately with a tape and resume. We have an opening in our organization for you.

If you have a first ticket, will write some copy, do a little selling in small Maryland market, write Box G-81, BROADCASTING.

Immediate opening for top program director for major FM station. Experienced in youth oriented format. Send complete resume with photo to Box C-91, BROADCASTING.

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.

Top rated contemporary station in Las Vegas looking for program director to also do air work. First phone preferred; good salary and fringe benefits. Send resume and air check to: Mr. Bill Phalen, Paradise Spa, 9457 Las Vegas Blvd. S, Building 6—Apt. 46, Las Vegas, Nevada 89109.

Situations Wanted Management

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.

Operations-programing. Experience in station management, sales, programing (specialize in 'NOW' MOR), production, 27. College. Married. Army over. Co-getter. Professional. \$12,000 AM or FM. East preferably. Box G-24, BROADCASTING.

A southern medium market station is not on top. The owner is unhappy. He needs something . . . He needs me! ! Box G-42, BROADCASTING.

1 + 1 = 8. Management-minded chief engineer seeks small market challenge: management, engineering, sales, and announcing. Plus former actress: announcing, news and sports, traffic, and copy. Total radio experience exceeds 8 years. No challenge is "2", great. Box G-68, BROADCASTING.

Once in a lifetime managerial buy! Utilize my talents and reduce station overhead. Ten year pro, top ten personality, programing, engineering—first phone & sales. Will run entire station operation, or top notch programing and/or engineering department producing polished sound with increased ratings and revenues. Documented proof of major market rating success. 415-755-2102 or Box G-87, BROADCASTING.

MUZAK manager seeks franchisee with MSP rank to improve. Reply only if MUZAK on par with sale of sound equipment, intercoms, broadcast advertising, background music. Box C-94, BROADCASTING.

Sales Manager—Radio. Further advancement with present company limited due to owner/management. Seek opportunity where ability and achievement would earn part ownership or stock options. Personal, national and station billing exceeds rating equivalent in highly competitive midwestern market. Knowledge of every facet in station operation. Family man, early 30's burning desire to succeed. Resume to qualified respondent. Box G-99, BROADCASTING.

Mature pro for manager or sales manager, radio or TV, loves to sell. Interested South Atlantic states. Emphasis sales, can train salesmen, also nine years managerial experience, 2 years sales manager. Civic, promotion, sports-minded, also has advertising agency experience. Box C-128, BROADCASTING.

Sales

Young announcer-salesman in Michigan FM seeks full-time sales. Four years announcing experience, 2 years announcing-sales. Began account list from scratch. May billing for half-time sales \$3,600.00. Box G-14, BROADCASTING.

Top producer, presently employed, 29, 7 yrs. experience selling radio, desires position with reputable group, radio or TV. First consideration: Money. Second: Management possibilities. Must match present \$25,000. Top 35 markets only please. Resume etc. upon request. Inquire Box G-71, BROADCASTING.

Outstanding major market radio account executive available now. Responsible for 40% of station billing in 1969! 5th rated station in top 10 market. Six years broadcast sales excellence. 29, married, college. 110% effort. Major market only. \$20,000 first year potential with management opportunity. Will consider television. Box G-80, BROADCASTING.

Announcers

Talented major market rock jock with background in programing wants medium market PD post. First phone. Box E-126, 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/CGW/MOR. Prefer South or Southwest. Box F-300, BROADCASTING.

The man with the voice that thrilled women of two continents is now available. Third endorsed. Box G-13, BROADCASTING.

Currently in 53rd market in country. Wants to move up. Hard worker, first, good voice. Wants rock position. Wants an established company to grow and work with. Box G-36, BROADCASTING.

Presently employed at up MOR. Wants rock, no-screamer. Wants medium-major market. Box G-37, BROADCASTING.

Help! Top 40 or progressive rock! Now! Please. Box G-47, BROADCASTING.

Currently employed announcer with five years experience wants progressive rock D-J or program director position. Knows music and audience. Box C-57, BROADCASTING.

Announcer, newscaster, soul or contemp MOR, some experience, 3rd, northeast, now NYC. Box G-59, BROADCASTING.

First phone professional voice. 6-years announcing-production. Wants top-40-RGB-P.D. and/or music-director announcer, beginning Sept. 23-years old, married, draft exempt. In Ala.; prefer southeast large or medium market, will consider other locations . . . uncanny ability for picking music. Box G-61, BROADCASTING.

Mature family man seeks permanent association. Announcing, production. 3 years experience. Ready for PD. Box G-64, BROADCASTING.

Major market contemporary announcer with family, numbers, first phone, ambition. Box G-66, BROADCASTING.

Black D.J., mature—dependable work any type station, third endorsed. Box G-67, BROADCASTING.

First phone experienced announcer working 100,000 market. Available now. Box G-76, BROADCASTING.

DJ/Announcer/Sportscaster. Can do announcing, sports, music selection, sales, production. Currently p.d. Prefer either coast. Tape, resume to Box G-78, BROADCASTING.

11 years experience . . . dependable, adaptable, neat appearance, excellent health, conscientious, energetic, 32—desire MOR, coastal area. Box G-79, BROADCASTING.

Black jock experienced top-40, soul, first phone, sharp production, college, former P.D., S.D., and M.D., creative, dependable, employed, has no. 1 gen market ratings, seeks top-40, soul, Calif, only. Box G-85, BROADCASTING.

Five years major market experience, excellent ratings. Unlimited creativity, heavy personality, modern MOR. Married, 1st phone, college grad—journalism. Box G-92, BROADCASTING.

Ticket—talent—experience. Adult good music entertainer. Married for always. No problems. All offers heard. 219-456-2449 or write: Box G-101, BROADCASTING.

Announcers continued

Gary Kaye, Temple U major in comm., broadcast school grad., 3 years experience, 3rd endorsed, tight board, and young. Personality jock for Phila. area, evenings and weekends after Sept. Box G-112, BROADCASTING.

Dynamic young sports team, three years experience, major college football, basketball play-by-play, looking for challenging position. Box G-126, BROADCASTING.

Wanted position as newscaster and disc jockey, experienced and versatile, also have knowledge of tightboard. Very creative and willing to work very hard. Box G-132, BROADCASTING.

Entertaining, timely. 16 years experience. All shifts. Production, continuity. Established family—dependable. Need good salary, fringe benefits. Roy Paul, WGLM, Richmond, Indiana. (317) 962-2538.

Announcer—limited experience. Third phone. Nineteen years old—permanent military deferment. Will relocate. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609/962-8452.

Need summer help? Top college journalism major has 2 1/2 years radio experience. News or any format. 3rd phone. Anywhere. Steve Van Coor, 615 East 18th, Yankton, South Dakota 57078. 605-665-3369.

Major market pro, with outstanding track record, first phone. 415-755-2102.

1st phone Bill Wade graduate, beginner, tight, will relocate. J. Douglas, 714-272-6323, 3394 Idlewild Way, San Diego, Calif. 92117.

Rookie DJ wants to crack a Top 40 station or up tempo MOR. 1st phone, single, draft exempt, 26, and 3 yrs. college. Gary Grae, 7980 Hoover Ct., Indpls, Ind. 46260, (317) 253-3182.

Desire play-by-play, experienced. Rock or MOR experience in both. 3rd ticket endorsed. Military fulfilled. Neil Gray, 303 W. "A" St., Yakima, Washington 98902. (509) GL 3-3318.

Experienced, Top-flight announcer-newsmen. 3rd end., tight board, Bill Wade Grad. Willing to relocate. Draft exempt. Tape, resume, and references upon request. John Moissant, San Francisco, California, 415-332-5519 (6-8 pm).

My experience spans 10 years in all phases of broadcasting, including television announcing and weatherman. Excellent knowledge of associated broadcasting equipment up to transmitter, now studying for first. Experienced with all formats. Now in small market modern country morning slot. Need larger salary in larger market. Want to settle in good professional organization that only wants pros who'll carry the ball. References and credit ratings are good. 27, married, two children, daughter starts school soon. Very deep, mature voice plus excellent news and production results. Friendly personality and sincere love of radio. Current manager sanctions move. For resume, tape or more information call 304-425-6591 after 3 P.M. or write James E. Smith, Route 5, Box 294, Princeton, West Virginia 24740.

Third phone beginner looking for first job. Resume and tape on request. Call Robert Banks, 503-981-4721. Write 234 E. Lincoln, Woodburn, Oregon 97071.

Seeking underground. 3rd endorsed. No hype, No ego trip. Box 92, Maize, Kansas 67101.

First phone announcer, no experience. broadcast school graduate, draft exempt. Ken Whiting, P.O. Box 563, Woodland Park, Colorado 80863 or (303) 687-9429.

Technical

Chief engineer—heavy experience, including directionals—announcing, too. Box F-352, BROADCASTING.

Experienced chief, incl. stereo, directionals, construction; prefer New England. Box G-88, BROADCASTING.

Licensed over twenty years. Construction, maintenance, chief; car and tools. Send details and offer to Box G-89, BROADCASTING.

Experienced chief engineer would like position on West coast. Prefer small to medium market. Would consider some announcing. Married, family, currently employed. Reasonable salary. Available August. Box G-90, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box G-115, BROADCASTING.

Situations Wanted

Technical continued

Chief engineer—all phases, construction—maintenance—AM/FM—directionals—Box G-120, BROADCASTING.

Chief engineer AM, FM (Stereo-Multiplex) installation, maintenance, Ohio only. Box G-125, BROADCASTING.

1st phone wants engineering/maintenance under chief, some electronics and amateur radio experience. Will announce, draft exempt. 218-681-1553 days, 3337 nites. Thief River Falls, Minnesota, P.O. Box 44.

News

Professionally trained female; newscasting, specialty continuity writing; 3rd, extensive musical background, California preferred. Box F-259, BROADCASTING.

Ambitious Newsman with 3 1/2 years experience in radio and newspaper looking for interesting, challenging position. Draft deferred, family, 2 1/2 years college. Box G-30, BROADCASTING.

Available news veteran of 17 years. Former associate news director of fifty thousand watt station in nation's second largest radio market. Several years ago was affiliated with largest independent network in United States located in intermountain west as award winning news director. Highly qualified as investigative reporter. Also qualified as television news reporter. Army radio correspondent in Korea. Box G-77, BROADCASTING.

Experienced radio broadcast newsman, 25, available immediately. Major market experience, prefer Middle Atlantic and South. Looking for something permanent. Tom Rodgers, News Director, WUOK, Cumberland, Md. AC-301-724-5773.

Experienced in news and sports play-by-play. Graduate of famous broadcasting school. Seeks position in or near Ohio. Write . . . Mark Rodenfels, 159 S. Westmoor Avenue, Columbus, Ohio 43204.

Former Navy journalist, Jr. College, R-TV School, American Forces Radio and TV news and sports, 3rd phone. Desire position in New England, Available in September. Bob Lowell, Box #22, FPO N.Y. 09593.

Young aggressive experienced newsman needs work . . . will relocate anywhere. Large market experience. Draft deferred. Send inquiry to Box 1, Lees Summit, Mo. 64063.

Programing, Production, Others

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

Copywriter, prefers New England area. 203-658-6196 or Box G-3, BROADCASTING.

Mature family man seeks permanent association. Announcing, production, 3 years experience. Ready for PD. Box G-65, BROADCASTING.

Producer/director currently in top 15 market. Interesting combination of heavy news directing background and creative documentary and variety show producing-directing experience. Box G-111, BROADCASTING.

Television Help Wanted

Announcers

World's greatest childrens host and announcer needed by Washington, D.C. TV station. Send pix and resume to Box G-69, BROADCASTING.

Technical

Two first class engineers for top-50 market in South Carolina. Liberal benefits. Start, \$120.00 per week. Box F-299, BROADCASTING.

NEWS

Registered Meteorologist—Major market station with large staff committed to news, weather and sports programing 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 continued

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.

Production for established women's oriented daytime news and feature program. Needs creative flare. Strong, medium market TV station, S.E. Include complete resume and salary requirements first letter. Box G-53, BROADCASTING.

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 G-73, 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 G-84, BROADCASTING.

News director. We need an experienced, efficient news administrator who has a record of successful involvement with community problems for one of the top ABC affiliates. Located in the Southeast, we are rated Number 2 and determined to be Number 1. Send resume, picture and professional, personal and business references. Box G-106, BROADCASTING.

News-commercial announcer needed for leading western Penna. VHF news operation. Send resume, VTR, VTR returned. Salary, talent, pension, insurance, company paid. Excellent position available. Salary five figures first year. Equal opportunity employer. Box G-129, BROADCASTING.

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 for Florida PTV Station, to do ITV and PTV programs, plus teach broadcasting course. MA with one year experience preferred, BA with three years experience accepted; 12 month year. Box G-49, BROADCASTING.

Motion Picture Cameraman-Editor. To shoot, record, and edit single and double system sound on film for TV use. Extensive experience essential. Resume to: Jim Dale, Maryland Center for Public Broadcasting, Owings Mills, Md. 21117.

Television

Situations Wanted Management

Production, programing, engineering. Experienced. Interested new stations—planned or built. Money to invest. Realistic, hardworking. Box F-350, BROADCASTING.

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 euphoric bottom line? Box G-72, BROADCASTING.

Station or operations manager. Outstanding manager. Outstandingly successful in VHF net, group, independent and UHF in small and large markets. Efficiency, effectiveness, economy. Box G-107, BROADCASTING.

Manager. Now G.M. of UHF in major market fringe. Station sold. Top professional background in VHF net and independent. Box G-108, BROADCASTING.

TV Executive, 15 years of extensive experience in all phases of TV operations, desires to relocate to smaller market as operations manager or production manager. Excellent references. Box G-118, BROADCASTING.

Program director, director producer, 35, experienced VHF and UHF, will relocate. Box G-123, BROADCASTING.

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

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 G-83, BROADCASTING.

See my ad under Radio, Situations Wanted Sales, Page 67. Top Producer.

Announcers

Lovely experienced female radio-television personality with masters degree want opportunity. Experienced in talk shows, news, weather. Tapes, resume available. Box G-43, BROADCASTING.

Technical

1st phone experienced studio operator, 25, desires similar position in metropolitan area. Refined, full characteristics furnished. Eastern seaboard. Consider relocating anywhere. Box G-17, BROADCASTING.

Video tape technician seeks major market tape maintenance position. Qualifications: 4 years VR-2000 experience, trained by Ampex VR-2000B, member S.M.P.T.E., first class FCC license. Box G-95, BROADCASTING.

Mr. Group Owner, let this engineer of proven ability take command of your engineering departments. Will tell all in first letter. References. Box G-98, BROADCASTING.

12 years TV/radio experience: News, engineering, producer/director. Excellent references. I like getting things done. Would accept more challenging position. Box G-102, BROADCASTING.

First class chief ETV, ITFS, CATV available soon. Box G-122, BROADCASTING.

Engineer assistant chief, transmitter supervisor, 15 years experience, college EE. Installation, maintenance, Microwave. Ohio, Michigan, Indiana only. Box G-124, BROADCASTING.

NEWS

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.

Experienced sportscaster-newsman play-by-play, college graduate. Box G-25, BROADCASTING.

Have built top 40 market sports department to #1 rating, earned respect of trade, fan loyalty. Looking to locate permanently with aggressive sports-minded station as Sports Director. Family, 30 degree, top references. Box G-29, BROADCASTING.

T.V. Weatherman, M.S. degree. Three years successful experience top 50 market, professional member A.M.S. Desires chief meteorologist position. Write Box G-52, BROADCASTING.

News director—experienced in film editing and directing in the nation's capital. Resume on request. Box G-75, BROADCASTING.

Broadcast journalist (employed) many credits. Interested? Will consider on/off air position. Box G-97, BROADCASTING.

12 years TV/radio experience: News, engineering, producer/director. Excellent references. I like getting things done. Would accept more challenging position. Box G-103, BROADCASTING.

Twenty years experience radio, TV. News, sales, teaching. Gather & present news. Write and produce selling comm. Professional camera, O.K. manager. No ticket. Box G-109, BROADCASTING.

Sports director. News. Weather. Specials. 25, Married . . . Sept. 15. Box G-133, BROADCASTING.

Japanese-American reporter in KQED-TV's news room (San Francisco) seeking job with East Coast television/radio station. Charles Moriwaki, 525 Fourth Street, San Francisco, California 94107. 415/391-1020.

Programing, Production, Others

Producer-Director 6 years commercial and ETV-ITV experience, some film. Married, degree, resume available. Box G-11, BROADCASTING.

Programming, Production, Others

continued

Television Promotion: Creative, efficient—now in top-20 TV market. Box G-23, BROADCASTING.

BA-RA and TV—15 years experience. Strong production. Administrator, some sales. If you are small to medium TV looking for Production Manager with a good record or if you are top market looking for creative producer-director, write now for resume. Dependable, family man. Five figures. Box G-28, BROADCASTING.

Top notch program director looking for new challenge, good administrator, works well with people, good work record, broad television and advertising experience with excellent references. Box G-48, BROADCASTING.

Program manager, producer and director, instructor. 15 years experience, some film, M.A. Seeks permanent university ETV position. Box G-58, BROADCASTING.

Art director: 17 years experience in TV art wants position as same in growing, progressive market. Box G-93, BROADCASTING.

Art director, major market seeks position with greater challenge. Design and production management strong. Young and ready. Box G-100, BROADCASTING.

12 years TV/radio experience: News, engineering, producer/director. Excellent references. I like getting things done. Would accept more challenging position. Box G-104, BROADCASTING.

Operations manager—Young, experienced, college degree. Major experience in commercial and program production. Knows traffic, programming, film, and production. Excellent organizational and administrative skills. Honest and hard working. Resume and references. Box G-119, BROADCASTING.

Young aggressive announcer-engineer-TV. Weatherman with 20 years experience seeking position as production manager or assistant. Write Box G-127, 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.

Equipment wanted—Marti in good condition for remote broadcast pickup work. Reply Box G-74, BROADCASTING.

Television transmitters wanted: we need used high and low band television transmitters, any power. Must be excellent condition. Contact Bruno Schwebel, Telesistema Mexicano, S.A. AV. Chapultepec 18, Mexico 1, D.F., Phone: Mexico City 5-18-56-74.

FOR SALE Equipment

Coaxial-cable—Helix, Styroflex, Spiruline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

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.

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.

H I 7-50 Andrews Helix 1 1/2" Air coaxial transmission cable jacketed RG 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.

Fifteen sections used 3 1/2 inch solid transmission line, call collect 404-488-0469.

RCA headwheel panels—unused RCA highband and low-band headwheel panels priced to sell. Contact WHDH-TV, 50 Morrissey Blvd., Boston, Mass. 02125. Phone: (617) 288-5000.

Beckman 6380 200 MHz frequency counter: \$800. Eight digit Nixie display. IC construction. Others, parts. Sundtek, 975 Conger St., Eugene, Ore.

FOR SALE

Equipment continued

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 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 Liner! 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—The 1500 best laughs of 1969 are now available in Current Comedy's volume 12 just off the presses. Only \$10. Write Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog, Grantham Schools, 1505 N Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687.

Elkins* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6369.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st class FCC licensed broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. Dallas*** — Atlanta*** — Chicago* — Houston — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 7 & Jan. 6, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Formerly of Burbank, California)

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course) Total tuition \$395. Classes begin at all R.E.I. Schools Aug. 3, Sept. 7 & Oct. 12. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gilham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444 Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

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A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 889-2480.

A.I.R. in Florida, Koger Building, Boulevard Center 3986 Beach Boulevard, P. O. Box 16652, Jacksonville, Florida. 904-398-9600.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP AM and KSVP FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 Only. Bonded! Approved by the New Mexico State Board of Education! Classes begin Sept. 2, 1970 and January 2, 1971 and June 2, 1971. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

See our display ad under instruction on page 70. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

RADIO HELP WANTED

NEWS

RADIO NEWS DIRECTOR

Major West Coast broadcast group seeks Radio News Director. The successful applicant for the position will have the following qualifications:

at least two years experience in broadcast journalism,

at least one year experience in a supervisory capacity,

a broad educational background, preferably in Liberal Arts, with evidence of academic achievement.

a potential and ambition for growth in broadcast journalism and management. Send detailed personal resume, including salary history and requirements along with audio demonstration tape to:

Box F-316, Broadcasting.

Programing, Production, Others

Information Services Director
 CBS-Owned Radio Station
 Experienced in promotion and advertising
 . . . creative writing ability . . . knowl-
 edge of graphics . . . top salary and bene-
 fits. Resume to:
 General Manager, WEEI Radio, 4450
 Prudential Tower, Boston, Mass. 02199

Situations Wanted



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Television Help Wanted

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**ON-CAMERA GIRL
 REPORTER**

This very unusual position will be filled within next two months by number one rated NBC affiliate in beautiful, medium size California market. To qualify, applicant first must be young and extremely attractive with pleasing on-camera personality. Must be able to write own material, take varied assignments, accept explicit direction; capable of working on feature stories. Starting salary will be minimum; future up to progress and accomplishments. If qualified, send at once, complete background, references and photo.

Box G-82, Broadcasting.

TELEVISION

Situations Wanted

Management

**ASSISTANT TO GENERAL MANAGER
 DIRECTOR OF OPERATIONS**
 Heavy admin & operational experience in Broad-
 casting overseas & U.S. Strong supervisor &
 steady hand budget matters. Community rela-
 tions, news, production. M.A., 28, family. Com-
 missioned service. Group Radio considered.
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EXECUTIVE

Want to change my management career from Radio and Television Broadcasting to Cable Television. Mature, professional, solid, with proven experience as an executive responsible for profits. Good incentive opportunity thru stock options or partial ownership is desired. Salary is negotiable. Excellent references.

Box G-50, Broadcasting.

All replies shall remain confidential.

NEWS

TV ANCHORMAN
 Anchorman/news director. Profes-
 sional. Available immediately. Broad background including network O&O. Finest references. Minimum—\$20,000.
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THE MAN FOR YOU

12 years with present employer in a major market, Midwest. B.A. degree, fine TV experience: weather, news anchor and sports. Some net. Looking for a real challenge. Creative, a real pro. Whole family ready to go!
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FLORIDA RADIO STATION
 Florida full-time AM, coastal resort area, rapidly expanding market. Serious principals with over \$500,000. On your letterhead, to:
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N.Y.	small	daytime	275M	75M	East	medium	FM	450M	29%
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Florida East Coast Radio Station for sale. Excellent equipment, valuable real estate in fast growing area. Absentee owner wants investment closer to home. Only qualified prospects please. No brokers.

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each week.

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journal that reports the
complete business week of
broadcasting . . . edited
and departmentalized for
readers who need to know . . .
but fast.

(Continued from page 61)

AM-FM Moss Point and WJMB Brookhaven, all Mississippi; WKIS-FM Orlando, Fla.; WKMT Kings Mountain, N. C.; WLEO Ponce, P. R.; WQIC Meridian and WSEL-AM-FM Pontotoc, all Mississippi; WSIZ Ocella and WTHE Augusta, both Georgia; WTSB-AM-FM Lumberton, N. C.; WVNA-AM-FM Tusculumbia, Ala.; WWCC Bremen and WCLS Columbus, both Georgia; WDSU New Orleans; WFSH Valparaiso-Niceville, Fla.; WGGG Salamanca, N. Y. Actions June 29.

Other actions, all services

- Nashville—FCC granted thirty-day extension of time to file petitions to deny renewal applications of Nashville stations to Middle Tennessee Community Coalition. Group has until July 31 to file petitions. Action June 29.
- FCC granted six-months extension of time to file comments in response to further notice of proposed rulemaking in Doc. 18110, one-to-a-market rulemaking proceeding. Request for four-month extension for planning and contracting for research program submitted by NAB denied. Action July 1.
- International Electric Corp., Minneapolis—Requests rulemaking for creation of single, multipurpose system for emergency alerting of general public through use of existing domestic broadcast system. Ann. July 2.

CATV

Application

- Jackson County Cable Service Inc.—Requests distant signals of WBNS(TV) Columbus, Ohio, WLWT(TV) and WXIX(TV) both Cincinnati to Altoona, Glenroy, Goldsboro, Coalton, Hamden, Jackson, Wellston and McArthur, all Ohio (Charleston-Huntington, W. Va. ARB 48). Ann. July 6.

Final actions

- Cape Girardeau, Mo., Paducah, Ky., Harrisburg, Ill.—FCC authorized Hickman City Cable TV Co. to operate CATV system in Hickman, Ky. with three local and five distant signals. Cable system proposes to carry following signals: KFVS-TV Cape Girardeau; WPSD-TV Paducah; WKMU-TV Murray, both Kentucky; WSIL-TV Harrisburg, Ill.; WBBJ-TV Jackson, Tenn.; WMC-TV, WHBQ-TV and WREC-TV all Memphis. Action July 1.
- Frankfort, Ky.—FCC denied joint petition by Community Service, Inc. and Consolidated Television Cable Co., operators of Frankfort CATV systems, for partial reconsideration of commission's memorandum opinion and order released March 6 denying CATV's request for waiver of program exclusivity requirements. Action July 1.
- Reno and Sparks, both Nevada—FCC denied petition by H&B Communications Corp. for consideration of commission's denial of CATV operator's request for waiver of single channel carriage requirement. Action July 1.
- Berlin and Gorham, both New Hampshire—FCC authorized Paper City TV Cable Corp. to carry distant signals of WVNY-TV Burlington, Vt. Action July 1.

Other action

- Review board in Dayton, Wash., CATV proceeding, Doc. 18825, denied application for review, filed May 25 by Cascade Broadcasting Co. Action July 6.

Translator actions

- Broadcast Bureau granted renewal of licenses for following VHF translators: K08EM, K10EU and K12EK all Breckenridge and Blue River Valley, and K70EM rural area of Little Camarron Creek, all Colorado. Action June 29.
- Broadcast Bureau waived certain sections of translator rules and granted CP for following UHF translator: Educational Broadcasting Corp., New York, to serve Upper Manhattan and Bronx, N. Y., on ch. 75 by rebroadcasting WNDT(TV) Newark, N. J.; condition. Action June 30.
- Siskiyou County Superintendent of Schools, Weed, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Weed on ch. 6 by rebroadcasting KIXE-TV Redding, Calif. Action June 25.
- White Springs Broadcasting Inc., White Springs, Fla.—Broadcast Bureau granted CP for new UHF translator to serve White

Springs on ch. 70 by rebroadcasting WJKS-TV Jacksonville, Fla. Action June 26.

■ W77AA Iron Mountain, Mich.—Broadcast Bureau granted mod. of license covering change in primary TV to WJMN-TV Escanaba, Mich. Action June 29.

■ K08GQ Seeley Lake and residential and resort areas on Lake Placid, all Montana—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action June 24.

■ Nebraska Educational Television Commission, Benkelman, Neb.—Broadcast Bureau granted CP for new VHF translator to serve Benkelman on ch. 12, by rebroadcasting KPNE-TV North Platte, Neb. Action June 30.

■ Radio Medford Inc., Brookings, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Brookings on ch. 12 by rebroadcasting KMED-TV Medford, Ore. Action June 30.

■ K80CO Gold Beach, Ore.—Broadcast Bureau granted license covering new UHF translator. Action June 29.

■ Sevier county, Fishlake, both Utah—Broadcast Bureau granted CP for new UHF translator to serve Fishlake Resort on ch. 3 by rebroadcasting KSL-TV Salt Lake City; granted CP for new VHF translator to serve Fishlake resort on ch. 7 by rebroadcasting KUTV-TV Salt Lake City. Action June 26.

Ownership changes

Applications

■ KFMR(FM) Fremont, Calif.—Seeks assignment of license from Group IV Broadcasting Inc. to Alameda Broadcasting Inc. for \$200,000. Sellers: Robert H. Ripley, president, et al. Buyers: Robert F. Bell, president-treasurer (51%) et al. Mr. Bell is general manager of WVON(AM) Cicero, Ill. WSDM(FM) Chicago and WNOV(AM) Milwaukee. Ann. July 2.

■ WSEB(AM) and WANZ(FM) Sebring, Fla. Seek assignment of licenses from Erway Broadcasting Corp. to Francis J. Matrangola for \$112,000. Sellers: Guy S. Erway, president, et al. Sellers own 51% of WGMF(AM) and 51% of applicant for new FM. both Montour Falls, N.Y. Buyer: Francis J. Matrangola, sole owner. Mr. Matrangola owns WCMC-TV Wildwood, N.J. Ann. July 2.

■ WKHM-TV Jackson, Mich.—Seeks assignment of CP from Jackson Television Corp. to Television Associates Inc. for reimbursement of incurred expenses. Sellers: Walter Patterson, president, et al. Sellers own WKHM-AM-FM Jackson, sale of which is pending FCC approval. Buyers: Financial Engineering Services Co. (28.09), Walter Patterson, president (13%), J. B. Marrella (11.86), et al. Brian J. Molloy Jr. votes stock of Financial Engineering. Mr. Molloy Jr. is purchasing agent for automotive supplier. Dr. Marrella is podiatrist and owns medical facilities, 49.5% of laundramat and has interest in applicant for new UHF TV at Traverse City, Mich. Ann. July 1.

■ WGV(AM) Geneva, N.Y.—Seeks assignment of license from Mohawk Broadcasting Inc. to Radio Geneva Inc. for \$360,000. Sellers: R. Peter Straus, president, et al. Sellers own WMC(AM) New York, WALL-AM-FM Middletown, and WTLB(AM) Utica, all New York. Buyers: Milton Jacobson, president, Herbert S. Breakstone, vice president, and Samuel J. Semel, secretary-treasurer (each 33 1/3%). Messrs. Jacobson and Breakstone are dentists. Mr. Semel is majority owner of electronics firm. Ann. July 2.

■ KVOO-TV Tulsa, Okla.—Seeks transfer of control of Central Plains Enterprises Inc. from Kay E. Clark, Breene M. Kerr, D. A. McGee, et al (100% before, none after) to Scripps-Howard Broadcasting Co. (none before, 100% after). Consideration: \$6,600,000. Principals of Scripps-Howard: Jack R. Howard, president, et al. Scripps-Howard stations: WEWS(TV) Cleveland, WCPO-TV Cincinnati, WMC-AM-FM-TV Memphis, WPTV(TV) West Palm Beach, Fla. and WNOX(AM) Knoxville, Tenn. Ann. July 2.

Actions

■ WATV(AM) Birmingham, Ala.—Broadcast Bureau granted transfer of control of Satellite Broadcasting Co. from Martha C. Seymour, individually and as executrix of Guy L. Seymour estate to Martha C. Seymour. Action June 30.

■ WAJM-FM Montgomery, Ala.—Broadcast Bureau granted assignment of license from WAJM Inc. to Radio Montgomery Inc. for \$50,000. Sellers: Boyd E. Quate, president,

et al. Buyer: C. A. McClure. Mr. McClure has interest in WHYD(AM) and WGBA(FM) Columbus and WCHK-AM-FM Canton, both Georgia, and WULA-AM-FM Eufaula and WMGY(AM) Montgomery, both Alabama. Action June 30.

■ KRLN(AM) Canon City, Colo.—Broadcast Bureau granted transfer of control of KRLN Inc. from Joel H. Wlens (50% before, none after) to Norton E. Warner (50% before, 100% after). Consideration: \$67,000. Principals: Mr. Warner owns 50% of KIMB(AM) Kimball, Neb., 60% of KABI-AM-FM Abilene, Kan., and has interest in KKAN(AM) Phillipsburg, Kan. Action June 29.

■ KFML-AM-FM Denver—Broadcast Bureau granted transfers of control of O'Fallon-O'Connor Broadcasting Inc. from Robert McMahon, John J. Dunn, Richard Dunn and Joseph Dunn, as a group, (38.9% before, none after) to Joseph R. McGoev (38.9% before, 58.3% after) and Jeanne E. McGoev, (none before, 19.4% after). Consideration: \$96,250. Principals: Mr. McGoev is general manager of KFML-AM-FM. Action June 30.

■ WFIF(AM) Milford, Conn.—FCC granted assignment of CP from Colonial Broadcasting Inc. for Communications Corp. of America for exchange of stock. Principals: Blair A. Walliser, president (100% before, 75.1% after), et al. Action June 29.

■ WRIZ(AM) Coral Gables, Fla. WRMS(AM) Beardstown, Ill. and KYED(FM) Pasadena, Tex.—Broadcast Bureau granted assignment of licenses from Robert W. Sudbrink to Sudbrink Broadcasting Inc. for 80 shares of common stock and note in aggregate amount equal to excess over \$96,000 of net book value of station. Principals: Mr. Sudbrink owns WWPB-FM Miami, applicant for consent to assignment of WTOW(AM) Towson, Md., and WTOW-FM Baltimore and 85% of licensee owning 80% of KYND(AM) Burlington, Iowa. Mrs. Sudbrink owns application for consent to assignment of WTOS(FM) Wauwatosa, Wis., application for consent to assignment of WZIP-AM-FM Cincinnati and 15% of licensee owning 80% of KYND. Action June 29.

■ KSEK(AM) Pittsburg, Kan.—Broadcast Bureau granted assignment of license from KSEK Broadcasting Inc. to Great Plains Broadcasting Co. for \$152,000. Sellers: Stauffer Publications Inc., 100%. Stauffer owns KGFF(AM) Shawnee, Okla., KSOK(AM) Arkansas City and WIBW-AM-FM-TV Topeka, both Kansas, and KGNC-AM-FM-TV Amarillo, Tex. Buyers: William S. Morgan, president (51%), and Robert G. Barry, secretary-treasurer (49%). Messrs. Morgan and Barry are 25% owner and salesman-announcer, respectively, of KNOR(AM) Norman, Okla. Action June 30.

■ WKHM-AM-FM Jackson, Mich.—FCC granted assignment of licenses from Jackson Broadcasting Corp. to WKHM Inc. for \$470,000. Sellers: Frederick A. Knorr estate (96%), et al. Nellie M. Knorr executrix and president. Buyers: Edward A. Wheeler, president, Edwin R. Huse, vice president-general manager-assistant treasurer (10.3%), North Shore Broadcasting Inc. (89.7%). Mr. Wheeler votes stock of North Shore and has interest in WEAW-AM-FM Evanston, Ill., and KMO(AM) Takoma, Wash. Action July 1.

■ WTSL(AM) Hanover, N. H.—Broadcast Bureau granted assignment of license from Radio Hanover Inc. to Tri-City Broadcasting Corp. for \$150,000. Seller: Norman Knight, sole owner. Mr. Knight owns WHEB(AM) and WPFM(FM) Portsmouth, WGR(AM) and WNHS(FM) Manchester. WTSV-AM-FM Claremont, WTSL(AM) Hanover, all New Hampshire; WEIM(AM) Fitchburg, WSRF(FM) Worcester, WSAR(AM) Fall River, all Massachusetts; and WQXT(AM) and WWOS(FM) Palm Beach and WCKS(FM) Cocoa Beach, all Florida. Buyers: Mark J. Wilcox, chairman-executive vice president (50%), Joseph S. Steinberg, president-treasurer, Paul S. Steinberg (each 20%) and Morton Steinberg (10%). Mr. Wilcox owns 70% of advertising agency and 12% of travel business. J. S. Steinberg owns 15% of real estate firm. P. S. Steinberg owns drug store and 50% of real estate firm. M. Steinberg is student. Action June 26.

■ WGGO(AM) Salamanca, N. Y.—Broadcast Bureau granted assignment of license from James Broadcasting Inc. to Salamanca Broadcasting Inc. for \$50,000. Sellers: Simon Goldman, president-majority stockholder et al. Sellers own WJTN-AM-FM Jamestown and WDOE(AM) Dunkirk, both N. Y., WWYN(AM) and WWFM(FM) Erie, Pa., and majority of WVMT(AM) Burlington, Vt. Buyers: Alpha Computer Service Corp., 100%. Principals of Alpha: George Valda, chairman, Don C. Brennan, president. Mar-

vin M. David, secretary (each 30%), et al. Action June 29.

■ WATS(AM) Sayre, Pa.—Broadcast Bureau granted assignment of license from WATS Inc. to WATS Broadcasting Inc. for \$174,000 plus \$50,000 covenant not to compete to Harlan G. Murrele. Sellers: Harlan G. Murrele, president, et al. Mr. Murrele owns 20% of WOND-AM-TV Pleasantville and Atlantic City, respectively, both New Jersey. Buyers: Robert E. and Virginia C. Kloss, president-treasurer and vice president-secretary, respectively (jointly 100%). Mr. Kloss is general manager of WNBE-AM-FM Binghamton, N. Y. Action June 25.

■ WUHT-TV San Juan, WUHM-TV Mayaguez and WUHP-TV Ponce, all Puerto Rico—FCC granted assignments of CP's from El Imparcial Broadcasting Corp. to United Hemisphere TV of Puerto Rico Inc. for \$200,000. Sellers: Iris Mieres Ayuso, president, Clement L. Littauer, executive vice president, et al. Electronic Enterprises Inc., 95.65%, et al. Sellers are former owners of WITA-AM-FM San Juan, Puerto Rico. Buyers: United Hemisphere Productions Inc., 100%. Harry W. Bank, chairman of board, Sidney Pink, president-treasurer, Art Merrill, vice president, and Rodolfo E. Criscuolo Morales, secretary. Buyers produce motion pictures. Mr. Bank owns investment counseling firm. Action

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through July 7. 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*.

■ Lake Clarke Shores, Fla.—Teleprompter Corp. (multiple-CATV owner) of New York has applied for a franchise.

■ Sanford, Fla.—Two firms have applied for franchises. Seminole Cablevision of Sanford would make an initial payment to the city of \$45,000. The firm would pay Sanford a total of \$152,000 over a ten-year period. Resident subscribers would be charged \$4.95 per month. Times-Mirror Communication Co. (multiple-CATV owner) Costa Mesa, Calif., offered a non-refundable pre-payment of \$105,000 and a total payment to the city of \$132,000, or 10% of the gross revenues.

■ Crest Hill, Ill.—Two franchises have been granted. Community Electronics (multiple-CATV owner) of Wilmington, Ill., and Kraus Electronics (multiple-CATV owner) of Joliet, Ill., received franchises.

■ Kokomo, Ind.—A franchise has been granted to Cox Cable Communications Inc. (multiple-CATV owner) of Atlanta.

■ Topeka, Kan.—Capitol Cable Inc. of Topeka has applied for a franchise.

■ Webster, Mass.—Quincebaug Valley Cablevision, Southbridge, Mass., has been granted a franchise. Installation fee will be \$4.95 for the first six months and \$14.95 thereafter. The firm will charge a monthly subscription rate of \$5.25.

■ Columbia, Mo.—CATV of Columbia Inc., Columbia, has been granted a non-exclusive franchise.

■ New Madrid, Mo.—A 20-year franchise was granted to See-Mor Cable TV Co. (multiple-CATV owner) of Sikeston, Mo. The firm will pay the city 5% of gross revenues. Installation fee will be \$10 and subscribers will be charged \$5 a month.

■ Englewood Cliffs, N.J.—Bergen Cablevision Inc. has applied for an exclusive 50-year franchise.

■ Castalia, Ohio—A franchise has been granted to North Central Ohio Cable TV.

■ Dewey, Okla.—A franchise has been granted to Bartlesville Video of Bartlesville, Okla. Resident subscribers will pay \$4.95 a month, with a \$5 installation fee and a 75 cent monthly fee for each additional unit. Commercial subscribers will pay \$4.95 monthly and \$1 a month for each additional unit. The city will receive 5% of the gross receipts.

■ Elkton, Va.—A franchise has been awarded to American Tele-Systems Co. (multiple-CATV owner) of Bethesda, Md. The town will receive a cash sum of \$2,500. Subscribers will be charged \$9.90 for installation and \$4.95 monthly.

"An angry crowd of whites turned over two school buses loaded with Negro children at a newly desegregated school at Lamar, S.C. They fought law-enforcement officers with ax handles, chains and bricks."

That urgent March bulletin flashed across the nation's news wires jogged painful memories of violent Southern resistance to court-ordered changes in its school systems. But 125 miles away that day other South Carolina black and white children shared classrooms peaceably. The community was Greenville and its citizens had been prepared well in advance by its civic leaders and media for the wrenching experience of desegregating its schools in the middle of an academic year.

"We felt there would be bad disruption at that time. But once it became evident that it had to be done, that he courts would not permit a delay until the next school term, then the business leaders and media cooperated to avert a crisis," notes Wilson Wearn, adding that "the moment provided the greatest challenge for the local broadcaster."

For their part the Greenville stations (WFBC-AM-FM-TV) under Mr. Wearn's stewardship as president of Multimedia Broadcasting Co. programed several open-end, telephone call-in formats and a number of news specials designed to inform Greenville citizens why the schools had to be integrated immediately and how the local school board's plan would be implemented. The stations also established an "educational correspondent," whose sole purpose was to keep tabs on all news developments relating to desegregation. Mr. Wearn and the station management were able to keep a close fever reading on community sentiment regarding the issue because they were—and still are—actively involved in groups such as the local chamber of commerce.

The success of the Greenville experiment was singled out by two NBC-TV evening news programs for special attention. But that community isn't the only one in which Mr. Wearn and the Multimedia stations have taken a stance on desegregation. Recently they locked horns with the mayor of Macon, Ga., who refused to send his children to newly integrated schools. Mr. Wearn authorized a "law and order" editorial which brought an angry response from white citizen's groups threatening a boycott of the products the stations advertise and generating a complaint to the FCC (summarily rejected).

Crusading doesn't suit Mr. Wearn's demeanor, but tackling a local issue, such as desegregation, is part of his business creed. "The salvation of the local broadcaster is becoming involved in the community. It makes good sense

How stations helped to define a school crisis

economically," he says, "as a key to financial success and maintaining your license continuity." That's a pragmatic philosophy born of 17 years in broadcast management, but Mr. Wearn actually came to it by a technical route.

He graduated with honors from Clemson University in 1941, receiving a bachelor of electrical engineering degree. A brief employment as an engineer with Westinghouse Electric Corp. was interrupted by the Second World War. For the better part of four years Mr. Wearn spent his service career as a "radar expert" in the Pacific Theater,

Week's Profile



Wilson Cannon Wearn—vice president of Multimedia Inc. and president of Multimedia Broadcasting Co.; b. Oct. 7, 1919, Newberry, S.C.; BS in electrical engineering, Clemson University, Clemson, S.C., 1941; joined Westinghouse Electric Corp., Pittsburgh, as engineer, 1941; U.S. Army, Pacific Theater, attaining rank of captain, 1941-1945; instructor of electrical engineering, Clemson, 1945-1946; joined FCC's Broadcast Bureau, 1946-1949; consulting electronics engineer, Vandivere, Cohen and Wearn, Washington, 1949-1953; assistant to president of Southeastern Broadcasting Corp. (WFBC-AM-FM-TV Greenville, S.C.), 1953, becoming executive VP, 1960, and president, 1966; assumed present posts, 1968; board member of Broadcast Rating Council; chairman of satellites committee, NBC-TV Affiliates Association; m. Mildred Colson Crane of Arlington, Tex., Feb. 21, 1948; children—Jean, 21, Joan, 21, Wilson Jr., 14; hobbies—tennis, golf.

advancing to the rank of captain. That experience, Mr. Wearn says, left him with a determination to make his way in the communications industry.

A temporary teaching job as instructor of electrical engineering at Clemson University was followed by a three-year stint in the FCC's Broadcast Bureau. There as an engineer he processed numerous applications for new and changed broadcast facilities and represented the commission at hearings.

Like many of his compatriots Mr. Wearn left the FCC to become a consulting electronics engineer. In 1949 he joined with Jules Cohen and Ed Vandivere to form a Washington-based consulting firm, a partnership which lasted four years.

An opportunity to get actively into broadcasting presented itself in 1953 when a group of Greenville businessmen sought Mr. Wearn's aid in promoting a new applicant for a TV station to serve the Greenville-Spartanburg-Asheville, N.C., area. Three groups competing for the facility ultimately merged into a company which was later named Southeastern Broadcasting Corp. WFBC-AM-FM-TV became its key outlets; Mr. Wearn joined it as assistant to the president, later becoming president.

In the intervening years Mr. Wearn was instrumental in the group's acquiring WBIR-AM-FM-TV Knoxville, Tenn., and WMAZ-AM-FM-TV Macon, Ga.

In 1967 Southeastern merged with the Greenville News-Piedmont Co. and the Asheville Citizen-Times Publishing Co. to form Multimedia Inc., a diversified company of publishing, broadcasting, trucking, film and cable-television interests. Besides its TV-radio interests which include WWNC(AM) Asheville under the Multimedia Broadcasting umbrella, Multimedia Inc. also owns the Greenville News-Piedmont, the Asheville Citizen-Times and the Montgomery (Ala.) Advertiser-Journal and Prattville Progress, and a CATV, Columbus Communications Corp., Columbus, Ind.

During Mr. Wearn's direction of the past four years the broadcasting division has seen a healthy increase in operating revenues, from \$6.8 million in 1966 to about \$8.5 million in 1969. Almost 30% of the group's total revenues is pegged to its broadcast activities.

Although he bears few attributes of the physical-fitness fadist, Mr. Wearn avers that most mornings begin with an eight-minute mile run after rolling out of bed at 7 a.m. Tennis and golf also have high recreational priorities. In the latter sport he holds a 12 handicap and the dubious distinction of having been hit in rear by a golf ball driven errantly by FCC Commissioner Kenneth A. Cox, who shares none of Spiro T. Agnew's political views and all of his horrible shank.

Class discrimination

Scott Paper Co.'s difficulties in breaking into television to advertise its Confidets sanitary napkins illustrate once again a basic irrationality in broadcasting's self-regulatory code: the imposition of blanket bans on advertising for entire categories of legal and useful products without regard to the finesse with which the commercials may be executed.

The evidence suggests that the Confidets commercial is in excellent taste, centering on the convenience of the disposal bags that accompany each box (BROADCASTING, July 6). Beyond that, research underwritten by Scott and its agency, BBDO, in two markets where the advertising has been tested on four stations found a marked increase in viewer acceptance of such advertising after the commercials had run.

The Television Code Review Board of the National Association of Broadcasters, we understand, has seen both the commercial and the research—and apparently is bothered more by the research than by the commercial. The board is said to have left the way open for a review of the issue at its December meeting if Scott and BBDO wish to submit additional research, but in the meantime the ban remains.

That in itself—maintaining a ban on grounds related more to research methodology than to commercial quality—is another symptom of the illogic of category bans. Nobody questions the proposition that commercials in bad taste can be produced for products in perfectly acceptable categories. Who can say that there are other categories in which good taste cannot possibly be achieved? Products should at least have a right to try, and should then be judged on their results.

Scott Paper has proved before that it can be done, having pioneered the acceptance of bathroom-tissue advertising, and other advertisers have helped narrow the range of bans. Now the code board, which can only recommend, and the NAB's television board, which makes the final decisions, should take it all the way and put all products on a case-by-case basis, provided only that they are legal.

An electronic soapbox

Within the past few weeks politicians have seized the initiative from broadcasters in deciding what the basic role of television is to be in the U.S. political process. It is an altogether deplorable turn of events that can lead to altogether deplorable ends. The corruption of television from journalistic force to common carrier of political blather may be going on right now.

In the first few days of last week alone, the official Democratic apparatus got 25 minutes of prime CBS-TV time to attack the Nixon administration; the official Republican apparatus countered with demands for equal time, a bipartisan group of U.S. senators demanded time to oppose the President's policies on Indochina; the President's director of communications protested that opposition sentiments were being overplayed. The only rational comment coming from any politician by midweek was made by Senator Mike Mansfield (D-Mont.), the majority leader, who said he thought too many people were asking for time. And *that* comment was diluted in its impact by the recollection that Senator Mansfield himself had been on ABC-TV and NBC-TV—at his demand—two weeks earlier to answer Mr. Nixon's speech on the economic outlook.

In the same week the House Communications Subcommittee unanimously voted out a bill to set ceilings on the

amounts that candidates may spend on broadcast advertising and to require broadcasters to give politicians minimum rates. The House subcommittee's bill is an expanded version of a measure already passed by the Senate. Both bills represent discriminatory repression of broadcasting, while other media and political services remain untouched. The one "concession" that each bill contains—repeal of Section 315's application to presidential and vice-presidential candidates—is really no concession, since the purpose is to open still more time to those candidates at no expense at all.

Somehow broadcasters must regain the initiative. A few weeks ago it looked as if they had taken a progressive step when all three television networks, with variations, announced intentions to accord exposure—but under the networks' own control—to the political forces out of power. At the time, these policies seemed aimed at giving opponents of the President, whoever the President may be, a chance to counter statements he makes in television appearances. It was hard to object to those principles.

Now, however, things have slipped from the careful control that at first seemed promised. The Democrats' use of the 25 minutes given by CBS-TV last Tuesday night was a general political assault on the Nixon administration and its major policies. The Republicans, it seems to us, may have a point in saying that such a program goes well beyond the original purpose of disputing recent presidential statements.

It won't be easy, but the networks must resist the pressures that would turn them into conduits that may be called up at command to carry the propaganda of any political bloc with clout. In that resistance affiliated stations could help by making careful decisions on clearances.

The office of the Presidency, no matter who holds it, gives the occupant a status as a news maker enjoyed by no other American. It is only recently that the belief has spread in Washington that senators or congressmen or hired party men are entitled to the same attention that the President gets. That belief will only be encouraged if the broadcasters themselves begin turning over their facilities for more and more uses by partisans.

If the broadcasters practice journalism, the rival views will be given the prominence they deserve.



Drawn for BROADCASTING by Sid Hix
"Stop drooling . . . that's part of the title, not the rating!"

PROGRESSIVE JAZZ

We're big on progress, and all that jazz. Our scene is not just cowboy hats and oil wells. The better part of our million plus, Dallas/Fort Worth market, is young, modern, and very much with what's going on. They read, they view, and they listen. They're a sign of the times. We at WBAP-TV know what they want, and we give it. Let WBAP-TV put your product or service in the groove. You'll dig the action.



The first, and probably the last, Broadcast Automation Sale in Schafer's history. At 40% off even he could clean-up.

Joe the Janitor is the only one around at night in scores of radio stations all over the country as Schafer Automation Systems flawlessly operate — completely unattended. No wonder he's delighted that Schafer is having its first sale ever.

Blame it on our 8000 computer.

Last fall, when we began taking orders for our new computer-controlled broadcast automation system we loaned some field-proven 800 systems to radio stations awaiting delivery of the 8000. Now we are delivering the computer — and are getting back a number of nearly-new 800 systems.

For the first (and probably the last) time in Schafer history we have enough demonstration equipment to configure just about any broadcast automation system you can dream up. Stereo or Mono.

Our nearly-new, immediately available list includes Control Units, Playbacks, Recorders, Audio Clocks, Random Access Spot Locators, Network Programmers, Cartridge Units, VLR Loggers — and more.

While they last (which won't be long) we are offering this fine Schafer equipment at up to 40% off — with factory warranty, 5-year financing and free system installation.

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