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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Cutting the frills out of commercials
Why FCC went for probe of conglomerates
Farm programming: changing with the times
A compromise on news-source confidentiality

53 hour productions.. in color

completely new to syndication



**STAR-STUDED
AS ANY FEATURE
PACKAGE EVER
RELEASED
FOR TELEVISION**

a winner on NBC
for 4 consecutive
years

**AVERAGING
OVER 30% SHARE
OF AUDIENCE**

delivering
adult audiences —
81% adult,
45% women

**TOP-QUALITY
FEATURE-LIKE
DRAMAS
& COMEDIES**



Source: NTA/NAC 1963-1967
Audience estimates subject to qualifications on request



**OSHIDARI-SAN
OUR MAN
IN TOKYO.**

Thomas S. Oshidari, World Trade Center, Tokyo 105, Japan



Continental Broadcasting Company

Thomas S. Oshidari is the Far Eastern representative of WGN Continental Broadcasting Company, with an international sales service-public relations office in Tokyo that services Japan and the entire Orient, including Hong Kong, Taiwan and Thailand.

How to turn a dry well into a \$6 million success story.

Five years ago the Tyonek Indians in Alaska barely made a living, trapping and fishing.

Then Humble paid them six million dollars for the right to look for oil on their land.

The Tyoneks spent their money wisely. They formed their own construction company and invested in a utility company, a lumberyard and a small airline. Then they completely rebuilt their village with modern homes, electricity, roads and a new school.

As the village took on a new look, the villagers took up new occupations. They became welders, electricians, surveyors and other skilled technicians.

Now the work is done. And so is our drilling. Sad to say, we didn't find oil. But it's nice to know someone got some good out of our search for oil.

Because we've learned, as we go about our business of making good products and a fair profit, there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

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

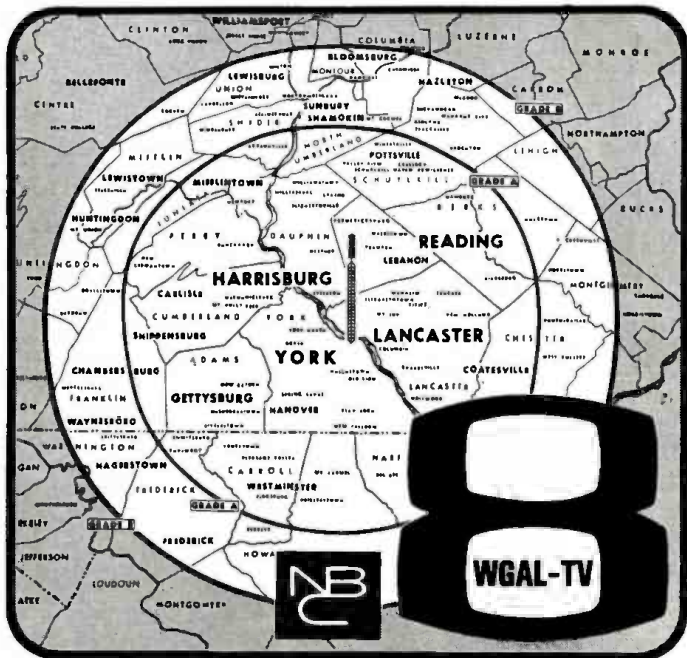


WGAL-TV Balanced Coverage for Maximum Marketing Efficiency

In the vital Channel 8 market, the WGAL-TV audience is not only big but it's properly proportioned with respect to the three essential elements of an effective marketing program:

- Location of TV households
- Effective buying power
- Food store sales

When you want to reach the rich Lancaster, Harrisburg, York, Lebanon market, effectively and efficiently, you need WGAL-TV.



WGAL-TV Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

News and networks

If legislative plan holds up over Labor Day recess, Representative Harley Staggers (D-W. Va.), chairman of House Commerce Committee, will introduce bills bringing networks under direct FCC regulation and imposing federal standards on broadcast news. Draft of legislation, originating in Investigation Subcommittee report that criticized CBS News for complicity in "staging" aborted invasion of Haiti, was sent to Mr. Staggers at end of last week.

News standards would prohibit broadcast of any "false news report," defined as "any misrepresentation of an objective and ascertainable fact, made willfully or with reckless disregard of the facts." They would also require disclosure on news shows of any video or audio editing, any payment to news subjects or sources, any sound (except narration) not simultaneously recorded with accompanying pictures.

Strength at the top

It may not reflect over-all situation, but sampling of radio business in 10 major markets indicates national and local sales for first half of 1970 were up, on average, about 5% above same period of 1969. There were variations among markets, but on whole local "rescued" national in first quarter but national came back stronger—while local slowed—in second quarter. Sampling, conducted on confidential basis, did not extend to other markets. Published projections late last spring anticipated that, despite soft economy, national radio business in total would at least maintain year-ago levels in first half and perhaps exceed them slightly (BROADCASTING, June 1).

Widening control

FCC appears to be cranking up for close look at children's programming and re-examination of its responsibility in policing deceptive advertising—both in response to petitions for rulemakings by citizens groups. Action for Children's Television, Boston-based coalition of mothers, had asked for rulemaking aimed at banning all advertising on children's programs and requiring broadcasters to carry minimum of 14 hours weekly of adless shows for young. George Washington University law students calling themselves TUBE (Termination of Unfair Broadcasting Excesses) want commission to establish code of standards to bar deceptive ads

from television.

Commission isn't about to institute rulemaking proceedings. But it is considering study, either by outside organization or staff, on nature and amount of children's programming and commercials aimed at kids; study might also explore wisdom of proposed rule, according to one source. And, while Federal Trade Commission and Food and Drug Administration have principal authority over question of deceptive advertising, FCC is considering meeting with representatives of those agencies to determine what role it, too, might play.

Still the favorite

Television's share of top advertisers' budgets keeps inching up. Television Bureau of Advertising's 13th annual "TV Basics" pocketpiece, out soon, will report that close to 63% of top-100 national advertisers' ad dollars in 1969 were spent in TV. That's only fractional share-point gain from 1968, but it was achieved on 2.5% bigger total-advertising base and represented almost 3% increase in TV spending. Of almost \$3.369 billion spent by top 100, television got over \$2.118 billion. According to TVB's calculations, it was 15th straight year television was number-one medium for top 100.

In 1969 as in 1968, 89 of top 100 used television as their basic advertising medium (and three of 11 others were distillers, whose major products are not accepted for TV advertising). Once again, too, eight of top 100 put more than 90% of their budgets into TV. S. C. Johnson & Son had most complete TV commitment with 97.3%. Procter & Gamble cut its TV spending somewhat—and cut other media more—but remained TV's biggest customer at \$174.3 million, increasing TV share of total P&G budget from 91.5% to 92.9%.

Ins and outs

When FCC holds its next regular meeting Aug. 26, Chairman Dean Burch will notify fellow commissioners that Dean Francis Walsh, of San Francisco University Law School, will report Sept. 8 or 15 as new chief of Broadcast Bureau. Mr. Walsh, 46, will succeed George S. Smith, who retires next year, but will move into office of Commissioner Robert E. Lee as his legal aide until then.

There will be reorganization in Broadcast Bureau with Deputy Director James O. Juntilla, veteran FCC lawyer, expected to move to new assignment with-

in bureau. Who his successor will be is speculative, but it wouldn't surprise insiders to see Robert J. Rawson, chief of Renewal and Transfer Division, move up. While Mr. Juntilla won't retain rank, he will continue to draw present super-grade salary (in \$30,000-plus area) for two years.

Out with August

Kenneth A. Cox will leave FCC by Sept. 1, even if his nominated successor hasn't been confirmed by Senate. He so advised Chairman Dean Burch last week. Mr. Cox is expected to remain in Washington and probably become partner in communications law firm with possibility of another nonconflicting Washington representation.

Credit to Weaver

One interesting footnote to FCC action denying petitions for reconsideration of controversial prime-time access rule was ease and speed with which commission rejected industry pleas and affirmed its adoption of rule. Staff wasn't expecting easy decision; it had drafted alternative orders just in case—one denying reconsideration, other easing provisions of rule somewhat. But in Aug. 7 meeting, commission spent little time in discussion, voting within minutes to deny reconsideration—reportedly with Commissioner Robert E. Lee leading charge.

Major factor in commission thinking was said to be letter of Sylvester L. (Pat) Weaver Jr. endorsing new rule (BROADCASTING, Aug. 10). Commissioners were said to have been impressed because of his credentials as one-time board chairman and president of NBC. He's now communications consultant.

Deterrents to trading

High interest rates, tight money and shaky stock market are taking their toll in radio and TV station sales. While one-to-customer proposals of FCC have tended to stimulate negotiations, closings are being delayed in many instances, and renegotiations at lower prices or different terms are not unusual. One broker last week reported major-market radio station (in top 30), transfer of which had been approved by FCC, probably will be turned back because of purchaser's inability to raise \$1-million-plus purchase price even though his net worth at time of transaction had been 10 times that amount.

The worst thing to be in this country is a native American.



The American Indian doesn't live like an American citizen.

For one thing he's not directly governed by the government. But by a Federal agency. The Bureau of Indian Affairs.

Most still live on the same reservations set up by the white men who confiscated their land. Only now their slum conditions make a city ghetto look good by comparison.

It's time everyone took a hard look at the way 400,000 of our fellow citizens are forced to live.

That's why we prepared the one hour documentary, "Ho Ka He." The program produced by our

Baltimore station, WJZ-TV, was filmed on Pine Ridge Reservation in South Dakota. It examines the problems of the Oglala Sioux tribe. But more important it looks at their solutions.

"Ho Ka He," is another of the 52 prime-time specials Group W is bringing you on its five television stations throughout 1970.

This time we bring you a special about something that shouldn't be any American's problem. His heritage.



WESTINGHOUSE BROADCASTING COMPANY

Days of affluence draw to an end for commercials as ragged business economy foreshadows continued 'big production numbers.' Extravaganzas wane and old ways are revived as many return to pretesting and re-issues. See . . .

Cutting the frills out of commercials . . . 19

Avco, Scripps-Howard singled out for critical comment in FCC's conglomerate study; confidential inquiry turns up signs of in-house trading. Next: expanded probe on all multiple owners with large nonbroadcast holdings. See . . .

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Attorney General Mitchell sets guidelines limiting ability of those who would subpoena newsmen for their sensitive information and assumes authoritarian role in subpoena issuance to safeguard fair trial-free press. See . . .

Mitchell offers an olive branch . . . 30

Outgoing FTC member Philip J. Elman argues regulatory agencies should not be judge and prosecutor simultaneously; urges establishment of 'trade' court to hear cases, with other functions vetted in a single commissioner. See . . .

Elman revives regulatory renewal . . . 32

Commissioner Robert Wells issues heavy warning at Arkansas Broadcasters Association meeting urging licensees to end quibbles on minor differences and get on with vital 'gut' issues; a question of priorities. See . . .

Hard words from Bob Wells . . . 34

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Another challenger drops out . . . 36

CBS-TV finally agrees to pay American Society of Composers, Authors and Publishers \$360,000 a month for use of music while new license terms are being litigated or negotiated. See . . .

CBS warbles ASCAP's tune . . . 44

Broadcasters are moving quickly to seek court appeals of FCC's denial of petitions to reconsider prime-time access rule. CBS and WCAX-TV Burlington, Vt., have appealed and NBC is on verge of doing so. See . . .

No time is lost on prime-time appeals . . . 46

Political broadcasting bill sails through House with strong bipartisan support, only to be endangered by snag in ensuing House-Senate conference committee over bill's effective date. See . . .

Fortune is fickle for broadcast bill . . . 46

Survey of active and associate members of National Association of Farm Broadcasters reveals that consumer education may play important role in agricultural programs in coming decade. See . . .

Keeping them informed down on the farm . . . 53

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Broadcasting

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When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.

WFAA-TV DALLAS-FORT WORTH

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

Fairness day at the FCC

FCC, in landmark fairness-doctrine ruling, has held that major television networks must make prime time available to spokesman for those opposing President Nixon's views on war in Southeast Asia.

Commission, in second major ruling Friday (Aug. 14), said that fairness doctrine requires CBS to afford Republican National Committee time to reply to Democratic National Committee Chairman Lawrence F. O'Brien. Mr. O'Brien appeared on CBS's first *Loyal Opposition* program on July 7.

Decisions were contained in package disposal of five fairness-doctrine complaints.

Only one complaint was rejected outright—that of Senator Robert Dole (R-Kan.) and 10 other senators who had been denied time by NBC to reply to Senate doves who had bought time to back end-war bill.

Commission stressed that decisions did not amount to engrafting of equal-time policy on fairness doctrine. Licensees are permitted wide discretion in affording time for expressing contrasting views under fairness doctrine, commission said.

But critical question in President Nixon's case was fact that President had taken to network five times to discuss southeast Asia war since November 1969.

Commission said that all three networks—and particularly NBC—had done something toward providing opportunities to answer President. But, in view of President's five speeches, commission said, results fall short of what is reasonable. (Commission said problem would not arise from single speech.)

Accordingly, commission said, networks must afford time "for one more uninterrupted opportunity by an appropriate spokesman to discuss this issue, with the length of time to be determined by the nature of the prior efforts in this area of uninterrupted presentations . . ." Commission said choice of spokesman was up to networks.

Ruling was in response to complaints filed by 14 anti-war senators, Business Executives Move for Vietnam Peace (BEM) and Committee for Fair Broadcasting of Controversial Issues (group of Yale University professors and law students and members of New Haven Black Coalition).

BEM and 14 senators had asked for ruling that spokesman should be given

equal opportunity to respond when President addresses nation. But commission denied this aspect of complaint, contending such equal-time requirement in fairness area is wholly inappropriate.

Commission, in upholding Republicans' complaint against CBS, held that CBS's *Loyal Opposition* series—designed as means of permitting DNC to respond to President in prime time—was good idea, but that July 7 program did not fulfill CBS's intention.

Commission denied complaint of Senator Dole and 10 other senators on ground that NBC did not act unreasonably in refusing their request for time. Commission said NBC had "extensively" presented opposing points of view on newscasts, in interviews and in documentaries.

Only two commissioners—Robert T. Bartley and H. Rex Lee—dissented to commission decision. But Commissioner Robert Wells did not participate in matter involving Senator Dole, long-time friend.

Commissioner H. Rex Lee issued statement asserting that all complaints should have been denied.

House punts on political

House Democratic leaders sidestepped showdown vote on political-broadcasting conference report last Friday (Aug. 14), after discovering that Republicans—who oppose measure in its final form—were present in uncomfortably large numbers.

When first quorum call was taken, tally showed that enough members were present to permit vote on bill.

However, it was apparent that ratio

The difference a day makes

What was probably a one-day record for filing of assignment and transfer applications at FCC was set July 31, when total reached 72, including 22 applications for pro-forma changes in ownership, it was learned late last week. Aug. 1 effective date for new and much higher filing fees. Application for full-fledged change in ownership cost \$150 fee on July 31, \$1,000 day later; pro-forma application fee went from \$30 to \$250.

Thus, applicants saved themselves total of \$47,340. But they don't escape new grant fee of 2% sales price if applications are approved; they would have to file applications month earlier to beat that.

of Republicans to Democrats was almost equal—and, reportedly, many Republicans who declined to answer quorum call were waiting in wings, in case conference report came up for vote.

House originally passed bill with bipartisan support, but crucial change made in House-Senate conference committee turned most Republicans against entire package.

Where original bill would not have taken effect until Jan. 1, 1971—after fall elections were out of way—conferees agreed to make bill effective 30 days after enactment (see page 46).

Now that bill has passed through conference, individual sections cannot be voted up or down. Both houses must say yes or no to bill in its entirety.

Final vote will now be put off until early in September, when House returns from summer recess.

AT&T scares satellite bidder

Western Union told FCC Friday (Aug. 14) that permitting AT&T to enter domestic-satellite field could make it difficult for WU or any other entity to compete.

In comments on FCC's notice of proposed rulemaking relating to establishment of domestic communications satellite systems, WU warned that if number of systems are authorized, fragmentation of market would result, causing applicants, satellite users and general public to suffer.

WU called for single "high-capacity, multi-purpose" system to be shared equally among all users. And it suggested commission should confine AT&T's participation—at least initially—to leasing channels for its public message service from systems owned by others.

WU, first to apply for domestic satellite system (BROADCASTING, Aug. 3), said its proposed system will have capacity to meet needs of common carriers—including AT&T—and that it will encourage interconnection with carriers.

If AT&T is permitted to own and operate system, WU said, it would pose substantial "constraining" factor to potential entrants who could not compete with AT&T.

Musicians accept new pact

Ratification of new two-year contract with TV networks was announced Friday (Aug. 14) by American Federation of Musicians, whose members voted

More "At Deadline" on page 10

overwhelmingly for pact.

Agreement had been reached last month but details were withheld pending ratification (BROADCASTING, July 27).

Pact calls for basic 12% increase in wages for casual musicians and rise to \$300 weekly from \$277.70 for staff musicians, retroactive to Aug. 1.

Contract also calls for reduction in quota for staff musicians at networks in Los Angeles and New York. In Los Angeles, quota of 25 at NBC will end on July 31, 1971 (other networks do not have staff men there.) In New York, there will be reduction of five staff musicians at each of networks (now 25 at ABC, 30 at NBC and 40 at CBS) on July 31, 1971, and remaining musicians will be guaranteed employment for second year of pact through July 31, 1972.

Setback for educators

Educational groups found themselves almost shut out in latest FCC proposals for U.S. presentation to international telecommunications conference next year.

Commission, in seventh notice of inquiry, released Friday (Aug. 14), said it was rejecting two proposals made by educational groups interested in assignment of frequencies for international space communications.

One called for allocation of 108 mc band for FM direct satellite broadcast. Commission said signal from satellite would represent potential interference source over one-third of world.

Second proposal was for reserving 2500-2690 mc band for exclusive use of educational TV, public TV services and other educational and noncommercial communications. While declining to adopt plan, commission invited comments on definitive proposals for use of band "in part or entirely in manner compatible with other existing or proposed uses."

Current U.S. proposal for use of 2500-2690 band involves space-to-earth transmissions in earth sciences satellite service, employing one or two remotely-located sophisticated earth stations. Communication satellite space-to-earth operations in Alaska are contemplated in 2500-2550 mc band.

"Properly qualified," commission said, there was "merit" in proposal by educational groups to allocate band of frequencies at 12 gc for distribution service. But it termed "too general" related suggestion for allocations in 18 and 35 gc bands.

Commission removed earlier limitation of communications-satellite service solely to distribution of TV programs, saying it would waste spectrum space.

Retained by commission in proposals

Week's Headliners



Mr. Kirkpatrick

Miles W. Kirkpatrick, Philadelphia lawyer who was chairman of American Bar Association committee that was critical of Federal Trade Commission, nominated by President Nixon to be chairman of that agency (see page 22).

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

for broadcasting satellite service was definition of term "direct reception" as covering reception by both individuals and community groups. Commission said proposal looked toward evolutionary process beginning as satellite service to conventional earth stations for program distribution, progressing to system rendering service to smaller stations for local distribution centers, and finally direct satellite-to-home service.

Comments on new proposals are due by Sept. 23; replies by Oct. 5.

Cowles earnings up

Cowles Communications Inc., New York, reported Friday (Aug. 14) increase in consolidated net income of \$1,276,000 for first half of 1970. Gain was attributed mainly to extraordinary items—biggest of which was sale of Star Publishing Corp., publisher of San Juan (Puerto Rico) Star to Scripps-Howard Newspapers for \$9.75 million.

Sale, consummated Aug. 12, followed termination of earlier negotiations for sale to Fairchild Publications, division of Capital Cities Broadcasting Corp. (BROADCASTING, July 6, et seq).

One way to pick a regulator

Senator William Proxmire (D-Wis.) last week urged that consumer be given voice in nominating new Federal Trade Commission chairman—voice, he said, which consumers now lack.

He said in letter to Senator Frank Moss (D-Utah), chairman of Senate Consumer Subcommittee, that little

consideration was given to consumer-oriented groups' requests for role in selecting FTC head similar to that played by organized labor in choosing Secretary of Labor.

He pointed out that letter in no way reflected on competence of Miles Kirkpatrick, nominee for top FTC position (see page 22).

Senator Proxmire defined ideal FTC chairman as technically competent, with "a will to perform in interests of consuming public," and "the confidence of the country's consumer movement.

National agency for AAMCO

AAMCO Transmissions Inc., Bridgeport, Pa., has named Compton Advertising, New York, as its first national agency, it was reported Friday (Aug. 14).

Account bills about \$2 million, of which approximately 80% is in TV-radio. In past AAMCO has used various local and regional agencies for its advertising.

Protest on satellite fees

Senator Mike Gravel (D-Alaska) has asked FCC to reconsider proposed \$50,000 flat fee for granting of initial satellite earth-station construction permits.

"Serious concern" was expressed by senator that fee might pose obstacle to implementation of Alaskan communications satellite system.

While fee was probably set with larger Intelsat type of installation in mind, senator told commission, "such large fee for construction of small stations could seriously deteriorate economic feasibility of generalized satellite communications for Alaska."

Robbery at WHIT(AM)

Equipment valued at \$13,000 has been stolen from WHIT(AM) New Bern, N.C. Thieves made off with four modified Ampex AG-4400's and one Schafer VLR logger.

Insurance company is offering \$1,000 reward, but both equipment and culprits were still missing late last week.

New use for Nielsen data

A. C. Nielsen Co., Chicago, confirmed Friday that its Designated Market Area television data will be employed for print versus television comparisons in "Circulation-'70," publication of American Newspaper Markets Inc. Newspaper group heretofore has used Area of Dominant Influence TV market data from American Research Bureau.

Match your mood.

Mood. Now there's an elusive quality if there ever was one, especially when you want it to work for you in a television commercial. Everyone who wants it usually finds it in film. They sometimes call it the film "look." But whatever you call it, there's only one medium that can give it to you.

Film has been developed, refined, improved, and used to such an extent that it can't help being *the* commercial medium. It already has the look, the convenience, the flexibility, the portability, the practitioners, and the following that others are shooting for. Yes, when you want a commercial medium that will match your mind step by step, there's only one choice.

EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-0200; Dallas: 214/351-3221; Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.



Kodak

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

■ Indicates first or revised listing.

August

- 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. 19-23—15th annual convention. *National Association of Television and Radio Announcers*, Royal Coach Inn, Houston.
- 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. 21-23—Meeting, *North Carolina Associated Press Broadcasters Association*, Beech Mountain Resort, near Banner Elk, N.C.
- Aug. 21-23—Meeting, *West Virginia Associated Press Broadcasting Association*. Greenbrier hotel, 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.
- Aug. 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

September

- Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stocks by banks acting through their trust departments.
- Sept. 10-12—Annual fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.
- Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis.
- Sept. 11-13—Meeting of *Maine Association of Broadcasters*, Sebasco Lodge, Sebasco Estates.
- Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 3657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.
- 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—Deadline for comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.
- 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—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.
- Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.
- Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*. Airport Marina, Los Angeles.
- Sept. 17-19—Semi-annual meeting, board of trustees, *National Academy of Television Arts and Sciences*, Essex House, New York.
- Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programing clinic presented by *Smities Group Broadcasting* to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.
- Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.
- Sept. 21-24—10th annual convention, *Institute of*

Broadcasting Financial Management, Statler Hilton, Washington.

- Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.
- Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently, Brown Palace hotel, Denver.
- Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.
- 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.
- Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina State Broadcast Associations*. Ponte Vedra club, Ponte Vedra, Fla.
- Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.
- Sept. 28-29—Fall display meeting, *Pacific Northwest Cable Television Association*. Hanford House convention center, Richland, Wash.

October

- Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.
- Oct. 1-2—Fall meeting of *New York State 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.
- Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.
- Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.
- Oct. 4-9—103d technical conference of *Society of Motion Picture and Television Engineers*. Speaker: David V. Picker, president of United Artists.
- Oct. 7—Deadline for comments of FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.
- Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.
- Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner Motor Inn, Fayetteville, N.C.
- Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.
- Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.
- Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announce-

1970 National Association of Broadcasters conference schedule:

- Oct. 19-20—Sheraton Biltmore, Atlanta.
- Oct. 22-23—Palmer House, Chicago.
- Oct. 26-27—Benjamin Franklin, Philadelphia.
- Nov. 12-13—Monteleone, New Orleans.
- Nov. 16-17—Brown Palace, Denver.
- Nov. 19-20—Mark Hopkins, San Francisco.
- (For list of NAB's 1971 fall conference dates. see BROADCASTING June 29).

ments of station and network employees' financial interests in advertised services and commodities.

- Oct. 13-15—*Illinois Broadcasters Association* fall convention, LaSalle hotel, Chicago.
- Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.
- Oct. 15-17—WSM-AM-FM Nashville's Grand Ole Opry 45th birthday/anniversary celebration.
- Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.
- Oct. 16-18—East central area conference of *American Women in Radio and Television*. Ponchartrain hotel, Detroit.
- Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, vice president, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.
- Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society*, Waldorf-Astoria hotel, New York.
- Oct. 21—Pulse Man of the Year luncheon. Plaza hotel, New York.
- Oct. 22-23—Annual fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.
- Oct. 23-25—Southern area conference of *American Women in Radio and Television*. Marriott Motor Inn, Atlanta.
- Oct. 23-31—22d Cine-meeting of *International Film, TV-Film and Documentary Market* (MIFED) in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fieramil.
- Oct. 26-27—Fall convention of *Kentucky Broadcasters Association*. Phoenix hotel, Lexington.
- Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.
- Oct. 29 - Nov. 1—Western Region fall conference, *American Advertising Federation*, Casa Royale, Bakersfield, Calif.
- Oct. 30 - Nov. 1—Midwest area conference of *American Women in Radio and Television*. Cherry Hill Inn, Cherry Hill, N.J.

November

- Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.
- Nov. 5-7—Eleventh annual *Information Film Producers of America Conference*. Newporter inn, Newport Beach, Calif.
- Nov. 5-7—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada Inn, Portland, Ore.
- Nov. 7-21—*Sixth Chicago International Film Festival*. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.
- Nov. 8-10—Annual convention, *Broadcast Promotion Association*. Astroworld complex, Houston.
- Nov. 10—Public hearing of the *Canadian Radio-Television Commission*. Winnipeg Inn, Winnipeg, Man.
- Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters Conference. Washington Hilton, Washington.
- Nov. 11-14—*Sigma Delta Chi* convention. Palmer House, Chicago.
- Nov. 12-13—*SMPT-SPSE* tutorial seminar on "Technologies In Motion Picture Film Laboratories", Airport Marina, Los Angeles.
- Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.* Shoreham hotel, Washington.
- Nov. 20—Third annual fall management seminar, *Kansas Association of Radio Broadcasters*, Radisson Hotel, Wichita.
- Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference

theme, which celebrates Golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

Nov. 23—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

December

■Dec. 1—Deadline for reply comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

January, 1971

■Jan. 11-17, 1971—Triannual meeting, Unda, international catholic association for radio and TV. Loyola university, New Orleans.

OpenMike®

Man of a thousand faces

EDITOR: I have always admired actors whose versatility permits them to play the full latitude of roles from comedy to heavy tragedy. Until I read this week's BROADCASTING (Aug. 3), I did not fully appreciate the versatility of one of my good friends, Mike Dann. I have long recognized his unique skills as a raconteur, satirist and scene-stealing end man, but I surely didn't realize he could also play the role of the stern schoolmaster, nibbling on the hand that recently fed him!—*Rex G. Howell, president, XYZ Television Inc., Grand Junction, Colo.*

Fairness for broadcasters

EDITOR: I just noticed that Roy Danish [director of the Television Information Office] is going to answer Nick Johnson's explosions ["Closed Circuit," Aug. 3].

I'm reminded of the commercial: "Aunt Jemima, what took you so long?"

At the Nebraska broadcasters convention last year I heard some of the sages saying it was wrong to answer him because it would draw too much attention to him. This I disagreed with diametrically. If the fairness doctrine is supposed to work according to that fellow who invented all the card games—Hoyle—then it should work for the broadcasters as well.—*Gordon C. (Bud) Pentz, president, KWBE-AM-FM Beatrice, Neb.*

What's the truth?

EDITOR: I protest your editorial in reference to the lack of nutritional value in many cereals foisted on the public today (BROADCASTING, Aug. 3). Your argument that we have a healthier generation is, evidently, not traceable to cereals or many of the analgesics advertised today. And poorer still is your inference that the public should con-

February, 1971

■Feb. 4-6, 1971—New Mexico Broadcasters Association convention. Palms motor hotel, Las Cruces, N.M.

March, 1971

■March 8-11, 1971—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

■March 28-31, 1971—*National Association of Broadcasters* annual convention. Conrad Hilton. Chicago.

April, 1971

■April 1, 1971—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

tinue to be deceived because some advertising revenues are used to underwrite public causes through the Advertising Council. One would think that as a responsible publisher you would welcome any move to provide more truth in advertising instead of winking at deception with an eye always beamed towards the dollar to be gleaned thereby! There is no substitute for truth anywhere, and more especially in the marketplace.—*A. Lincoln Faulk, president, WCKB (AM) Dunn, N.C.*

How spots garner awards

EDITOR: As a TV-commercial juror at the Cork (Ireland) International Film Festival last September, I found the jury strong on salesmanship as the number-one requirement for commercial excellence.

The Miles Labs vitamin commercial (J. Walter Thompson), which won the grand prix, and the other category winners all happened to be pointed directly at the cash register. And the other jurors were all United Kingdom and continental creative men.

So the "Monday Memo" by Richard R. Uhl ["Venice ad festival puts the emphasis on salesmanship," BROADCASTING, Aug. 3] echoes the Irish festival in judging commercials.—*Don L. Kearney, director of sales, Corinthian Stations, New York.*

Other outlets too

EDITOR: The article about broadcast news bureaus in Washington [BROADCASTING, July 27] was interesting and well-done. However, the WAVE Inc. Stations (now Orion Broadcasting Inc.) with Dean Norland lists all of our stations as AM. The list should read WAVE-AM-TV Louisville, Ky.; WMT-AM-FM-TV Cedar Rapids, Iowa; WFIE(TV) Evansville, Ind. and WFRV(TV) Green Bay, Wis.—*Bill Logan, promotion director, WAVE-AM-TV Louisville, Ky.*

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Broadcasting

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*Reg. U.S. Patent Office.

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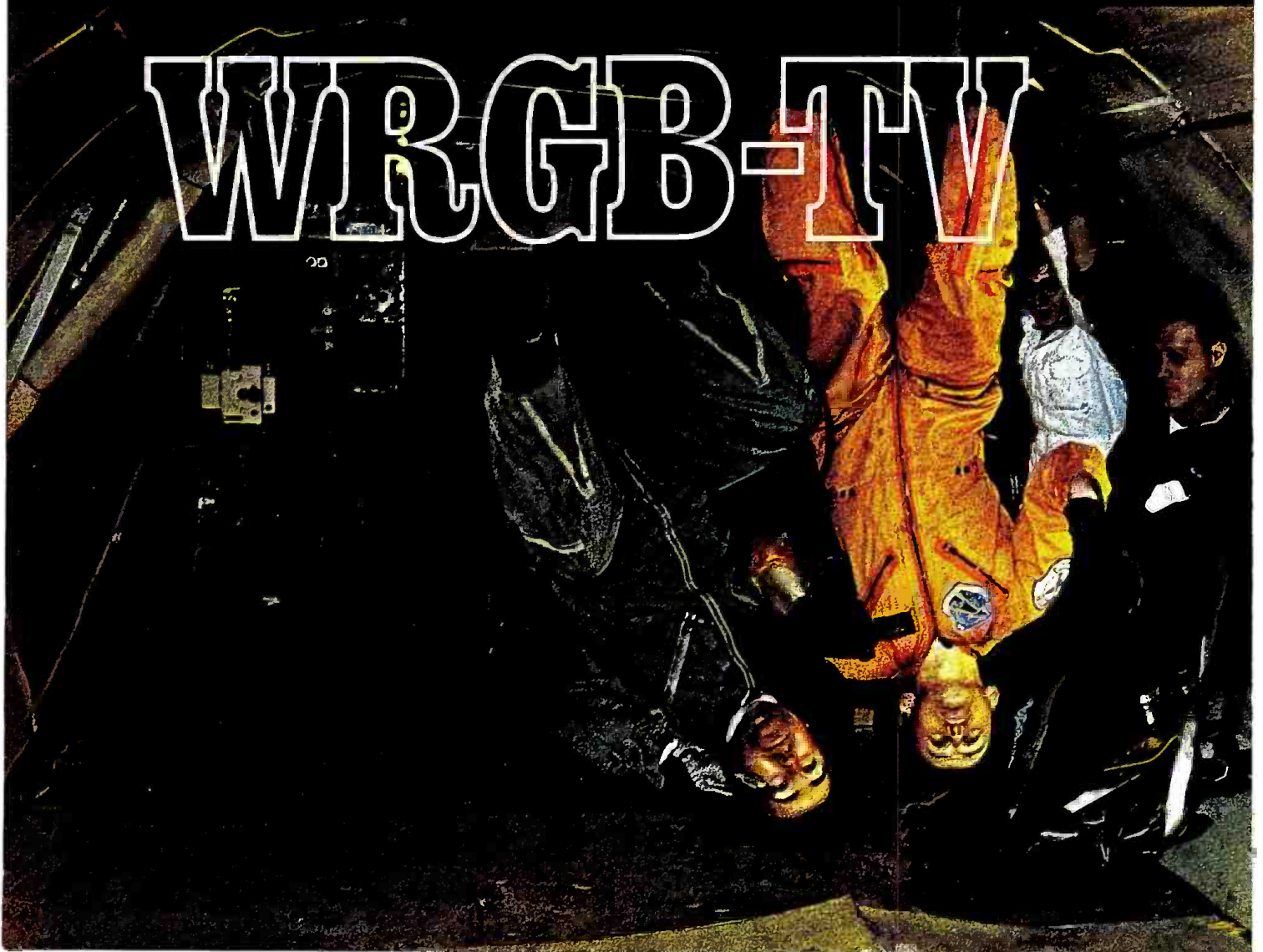
A LOCAL NEWS STORY HAPPENED OUT OF TOWN AND WRGB-TV'S ERNIE TETRAULT LOST 180 LBS. BRINGING IT BACK

This WRGB-TV news interview was a journalistic exclusive... an enlightening 35 seconds of tumbling, floundering and floating in zero gravity with NASA experimenters.

The upside down man on the right is Air Force Major Robert Lilac. The man on the left is WRGB-TV anchorman Ernie Tetrault. When WRGB-TV learned that Major Lilac, a resident of New York's capital district, was in astronaut training, they sent Ernie and cameraman Bob Schneider to investigate. They returned with a fascinating aerospace venture.

Capital district news doesn't always happen in the capital district. WRGB-TV newsmen follow local citizens to the newsfronts... to Vietnam, Israel, the national political conventions. When it comes to understanding the complex news stories of today, there's nothing like having a member of the community right there on the scene to bring back a community point of view.

WRGB-TV





HARRINGTON, RIGHTER & PARSONS, INC.

TELEVISION INNOVATORS

hrp blue

WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

WRGB-TV	Albany/Schenectady/ Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC



TV-radio brought Santa Anita back to winner's circle

Southern Californians, ranging from regular railbirds to the society set, blinked when *Laugh-In's* Ruth Buzzi, as Gladys Ormphby complete in hair net and baggy sweater and stockings, talked about "naked" horses at Santa Anita race track in a series of television commercials. They also raised eyebrows when radio spots invited them to go to Santa Anita and find out what a "maiden" was.

Santa Anita's radio and television campaign for its latest season was a major step in a current revolution in horse-racing advertising, which for decades has been stereotyped by newspaper and outdoor campaigns announcing that so-and-so track is now racing.

But in the past couple of years, the managements of the country's largest tracks have been forced to take a close look at their advertising and promotional efforts. Attendance has been down, especially in comparison with the booming days of the latter '40s and '50s.

This has not been an easy task for track managers to face up to, because in the "good old days" thoroughbred racing was the Sport of Kings and received extensive coverage by the press. They asked the obvious question: Why spend promotional dollars when they didn't have to?

But the slipping gates of the past couple of years demanded that the tracks conduct a few surveys.

Results pointed up two major problems:

First, competition for the entertainment dollar is a lot tougher than it was only five years ago. The general public is spending its leisure-time dollars on football, basketball and other sports, including those participation activities such as camping and boating. Second, the existing horse-race fan averages around 45 years of age and is simply dying off. He is not being replaced by new fans.

In an attempt to crack the market of Los Angeles basin adults who do not go to racing—and they make up the majority by far—Santa Anita tripled its ad budget and changed agencies. After reviewing six shops, the track selected Davis, Johnson, Mogul & Colombatto, a Los Angeles based agency.

In approaching our problem at Santa Anita, Bob Davis, president of DJMC

felt that because of the short time span of a 75-day racing season, a highly provocative and memorable campaign was necessary.

He felt an advertising push that would evoke an immediate response was required. As he said, "We couldn't afford to be placid or passive."

In analyzing our previous advertising efforts, Bob Colombatto, executive vice president and creative director of the agency believed our ads had become stereotyped—that we had been saying essentially the same thing year after year to the same people.

Knowing that we wanted new people to think about racing, even think about it in a different way, he suggested a comedy treatment.

Following along the line of these thoughts, media selections were easily made. Television was a natural. Thoroughbred racing offers beautiful horses in dramatic action plus jockeys in colorful silks and crowds displaying every imaginable emotion.

We chose radio for another reason. Our surveys have shown that 75% of those that go to the track, make up their minds that morning. And since our whole effort was directed at getting more people to come, we used saturation spots on several of the mass-appeal radio stations.

All told, two-thirds of our total budget went into broadcast media. The remainder was put into newspapers and the horse-racing press.

The television and radio schedules were set up in waves. The season was to be launched with three weeks of TV spots, followed by a couple of weeks of saturation radio, then back to TV and on until the end of the season. A limited budget did not permit continuous,

prime-time television for the full three-and-a-half month season.

As these schedules were arranged, creative planning and production got under way. Four 20-second television spots were produced.

In each, Miss Buzzi came on full screen and gave a lead line, which was followed by quick cuts of horses and people in action, visually complementing what she had said.

For example, Miss Buzzi was shown in her most negative expression as she said, "I know all about Santa Anita. All those nasty horses running around with just their shoes on. Disgusting." Then tight shots of action were shown, with a male voice-over announcing, "Yes, come to Santa Anita and see naked horses."

Another spot was built around the line, "People get wildly emotional nine times a day at Santa Anita."

The radio spots used the same themes, with additional spots explaining that in horse racing a "maiden" is one that has never won a race.

Was the television and radio campaign successful?

We don't really know. A labor strike delayed the opening of Santa Anita for over a month, and all of our carefully made plans were thrown completely out of line. The budget was cut proportionately. Original schedules were canceled and new ones were arranged at the last minute.

However, Southlanders who were never aware of horse racing were talking about those naked horses at Santa Anita.

And the average daily attendance during the last two months of the season was 1,100 people more than over the same period the year before.



Ken Downs has been advertising and public-relations director of the Los Angeles Turf Club (Santa Anita Race Track), Arcadia, Calif., for two years. Formerly he held advertising and promotional positions with Mobil Oil, Pabst Brewing and Glendale Federal Savings. He says all of his jobs have involved him in professional sports, including auto racing, boxing and football. He was graduated with a degree in journalism from the University of Southern California.

Will people pay \$12⁵⁰ to watch a TV broadcast?

Yes, and now your station can have this World Cup Soccer

The world's most exciting TV event, watched by more TV viewers than the moon landing... World Cup Soccer 1970. Real soccer, the greatest in soccer. And look how it pulled.

In the U.S., closed circuit telecasts, in arenas, at up to \$12.50 per seat, *smashed* box office records in every major market. In New York, for example, Madison Square Garden and Felt Forum

were sold out so completely that hotel ballrooms and the big New York Coliseum were added. And even then SRO was sold out.

Now these games which drew almost a billion TV viewers in other countries can be yours. All 32 of them. The world's greatest teams, in the world's most exciting sport, in the world's most exciting (once-in-four-years) event... World Cup Soccer 1970.

32 action-packed 2-hr tapes in color English Commentary

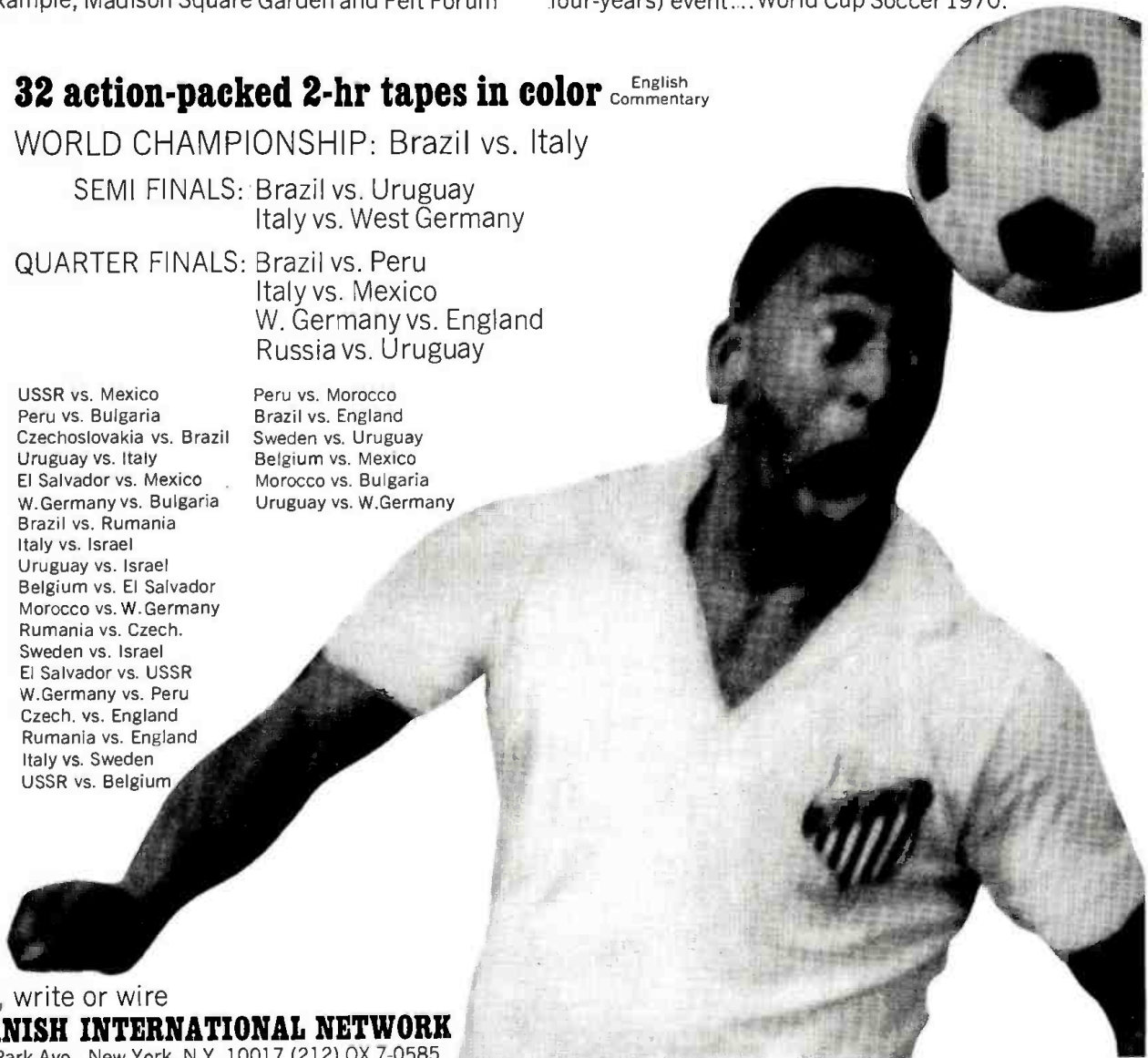
WORLD CHAMPIONSHIP: Brazil vs. Italy

SEMI FINALS: Brazil vs. Uruguay
Italy vs. West Germany

QUARTER FINALS: Brazil vs. Peru
Italy vs. Mexico
W. Germany vs. England
Russia vs. Uruguay

USSR vs. Mexico
Peru vs. Bulgaria
Czechoslovakia vs. Brazil
Uruguay vs. Italy
El Salvador vs. Mexico
W. Germany vs. Bulgaria
Brazil vs. Rumania
Italy vs. Israel
Uruguay vs. Israel
Belgium vs. El Salvador
Morocco vs. W. Germany
Rumania vs. Czech.
Sweden vs. Israel
El Salvador vs. USSR
W. Germany vs. Peru
Czech. vs. England
Rumania vs. England
Italy vs. Sweden
USSR vs. Belgium

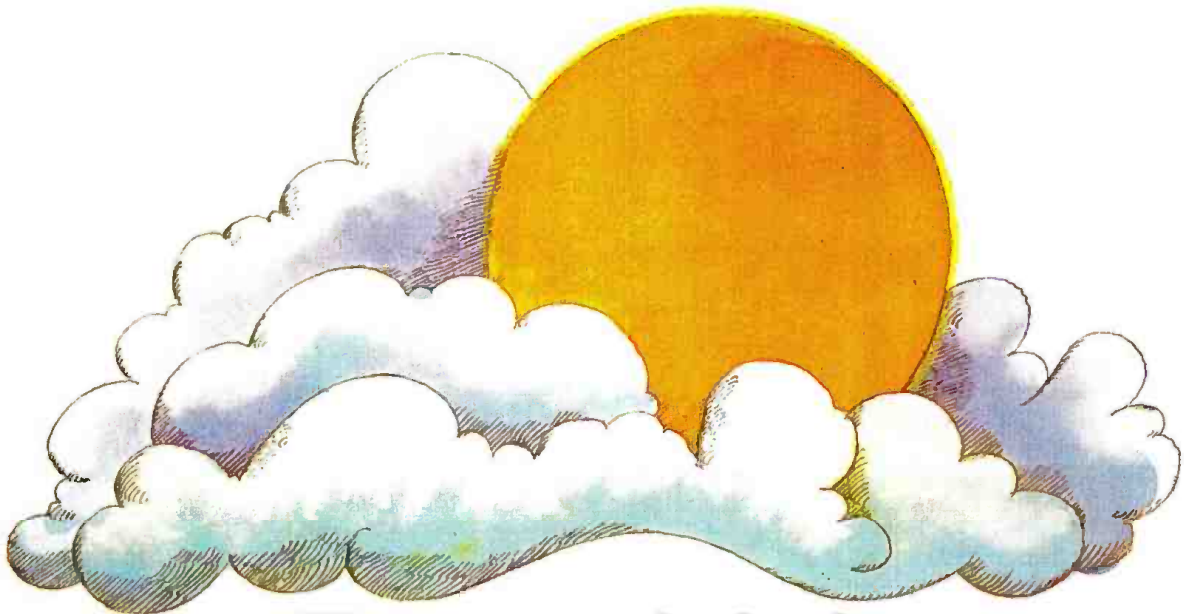
Peru vs. Morocco
Brazil vs. England
Sweden vs. Uruguay
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Morocco vs. Bulgaria
Uruguay vs. W. Germany



Call, write or wire

SPANISH INTERNATIONAL NETWORK

250 Park Ave., New York, N.Y. 10017 (212) OX 7-0585



When it's partly cloudy,



our weathermen say it's partly sunny.

Everybody's heard the old adage about the glass being either half full or half empty.

The pessimists say it's half empty. And the optimists say it's half full.

Of course, they're both right. It just depends on how they look at it.

At the ABC Owned Television Stations we like to think the glass is half full.

Whether we're giving you tomorrow's weather or today's news.

This doesn't mean we're Pollyannas. We give you the news, and that means all the news. Straight. No

holds barred. No punches held.

That's our commitment as professional newsmen.

But we also feel we have another commitment. A commitment to the people who have to listen to today's news.

So our men deliver the news with a little more hope. A little more warmth. And a lot more concern for the viewer.

Even if that means making sure our weathermen have sunny dispositions when the weather doesn't.

It's our style. Our delivery. Call it whatever you like.

But the simple truth is, it's working. Since our stations have begun showing more concern for the viewer . . . there have been more viewers. Over one million of them.* And there are more coming every day.

Which just goes to prove—there's a bright side to looking at the bright side.

Our weathermen with their sunny dispositions are: John Coleman at WLS-TV, Chicago, Jim Smith at WXYZ-TV in Detroit, Peter Giddings at KGO-TV in San Francisco, Allen Sloane at KABC-TV in Los Angeles and Tex Antoine at WABC-TV in New York.



We let the sun shine in.

ABC Owned Television Stations.

Cutting the frills out of commercials

Extravaganzas are out, pretesting is in as agencies, clients react to tight economy

Major advertisers and agencies are reshaping their approach to TV commercial production, applying hard-headed methods to cope with rising costs in a period of general economic uncertainty.

A sampling last week of advertising agency officials responsible for TV commercial production indicated that their expenditures in the medium generally were not keeping pace with 1969's. Even the more active agencies said their spending was at approximately the same levels as last year, though costs have risen.

But agency production executives were quick to point out that they were guarding against the sacrificing of quality for economy by intensifying some of the techniques they have used in the past:

There is more extensive reliance on pretesting of commercials before agencies commit to a finished product; there is a movement away, in many instances, from the lavish, expensively produced commercial; there is a curtailment of location shooting on distant shores and there is some increase in the re-showing of older commercials.

The production companies that make the commercials for the agencies are feeling the pinch. The slackened pace of the industry was underlined by Harold Klein, executive vice president of the Film Producers Association, whose membership accounts for approximately 70% of the national volume. He called 1970 "a crisis year and probably the worst in the past 10 years."

Mr. Klein estimated that the gross for TV commercial production in the East last year was about \$70 million, but that this year, based on figures to date, "the dollar volume is running anywhere between 15% and 20% lower than in 1969." He said reports from Hollywood, the other main center of the commercials field, indicate that production there has slumped as sharply as in the East.

Undoubtedly the principal reason for

the cutback in production, Mr. Klein conceded, is the ragged business economy, which has forced advertisers to evaluate more sharply both their media and production outlays. But he placed some blame on the inclination of some advertisers and agencies to use the services of nonunion production houses and independent production specialists as a means of shaving production expenditures.

"This is a situation that we can control to an extent," Mr. Klein stated. "We plan to hold a meeting soon with the three unions most closely associated with commercials production—the International Alliance of Theatrical Stage Employees, the Teamsters Union and the Screen Actors Guild—to see if they can set up machinery to police their con-

Special report:
**How farm programs
are changing
with the times.**
Page 53

tracts more closely."

A check of some of the leading TV commercial studios in New York generally substantiated Mr. Klein's assertion that the first seven months of this year were lackluster.

On the other hand, the reaction of some of the top advertising agencies to reports of production retrenchments were less unanimous. There were some agency officials who readily acknowledged they have cut their output, but there were others who insisted they were turning out as many as in 1969 and at the same dollar level. But significantly they revealed that in an era of rising operating costs they were not increasing their budgets.

Mr. Klein said that his investigation showed that with fewer commercials

being produced, advertisers are, in some instances, re-editing them and running them more often.

There was no unanimity on this point among agency officials. Several agreed they had adopted this course to effect savings, but others contended that usage of a commercial was related only minimally to production costs. They pointed out that usage hinges on such factors as the "wear" quality of the spot; its place in the schedule (for example, a daytime commercial carried every day should be replaced more often than one carried once a week in prime time) and new-product introduction, which dictates a new commercial.

There was some evidence that the expensive, lavish commercial will not be made as frequently as in the past. But not all agency executives would go along with the thesis of Douglas MacIntosh, senior art director and producer, W. B. Doner Co., Detroit, who recently said that the era of "the elaborate high-cost TV commercial may be nearing its end." Mr. MacIntosh claimed that in line with trends in feature films, commercials are returning to the "neglected values of simplicity, honesty and directness."

There was some outright support for Mr. MacIntosh's prediction by some agency executives, but others felt that the high-budget commercial, though perhaps not so prominent as in the past, would continue to be made in instances where certain production values were indicated. Several said they were still producing costly commercials as well as those of a more modest price.

The sluggish tempo of commercials production thus far this year was indicated by an official of Movielab Inc., New York and Hollywood, which says it handles processing for about 60% of all TV commercials. He said business in 1970 so far has been "just so-so." He said several production houses have gone out of business and several others are on the verge of closing shop.

In recent months, two of the larger

production firms, WCD Inc., New York, and Pelican Productions Inc., also New York, ceased operations.

Alfred R. Tennyson, vice president in charge of commercial production at J. Walter Thompson Co., New York, estimated that JWT would spend as much this year as in 1969 but said it probably would turn out more commercials. He indicated there would be a small drop-off in the more lavish commercial and a substantial increase in the number of pretested commercials.

A spokesman for Dancer-Fitzgerald-Sample said that some of the larger producers are losing business to "a new kind of guy" springing up in the business—the independent producer-specialist. He indicated that some agencies prefer to work with this type of specialist on particular assignments.

Carl Sturges, vice president, TV production, Young & Rubicam, New York, reported the agency has been watching production costs carefully for the past three years, and believes Y&R will spend about as much in this area as in 1969. He indicated there would be some but not a substantial reduction in the number of expensive commercials, and pointed out that Y&R subjects them to intensive testing.

Mr. Sturges felt that the general economic slump has hurt certain production houses, but added it was his opinion that other producers are faring reasonably well, particularly those with good reputations and realistic pricing policies.

Gordon Webber, vice president and director of television commercial production for Benton & Bowles, noted a "marked cutback" in the number of commercials ordered this year and added that his company's commercial production was "down 30% from last year's."

"Advertisers are more hard-headed in their assessment of advertising effectiveness and are trying to produce the best possible commercials," he said.

B&B is also producing more test commercials and seeking quality production at budget prices, through low-cost tape. All of the test commercials are made in its own shop and used exclusively for concept testing among consumer groups. Outside firms are used for the final production.

Bernie Haber, vice president and TV producer at BBDO New York, said production volume is running at the same level as last year, though the agency is watching budgets closely. He said the agency is ordering commercials in the middle brackets (\$17,000 to \$18,000) as well as the expensive ones (\$35,000-\$40,000), depending on the needs of the clients.

He noted that production companies in commercials sometimes expand too rapidly and build luxurious facilities in

the expectation of obtaining business that often does not materialize. But he added that although some of the larger companies may shut down, there is always a group of smaller companies that spring up from personnel leaving the bigger organizations.

Barry Biederman, a vice president and creative director at Needham, Harper & Steers, noted "some slack" in commercial production, but added: "I don't think there's been any devastating fall-off." He emphasized that the situation varies by client, although he conceded cost estimates "are being looked at far more closely."

As an agency, Mr. Biederman said, NHS has always done a lot of test commercials, but recently he has seen an even greater trend toward pretesting spots. Among NHS clients making expanded use of pretest spots are Calgon, S. C. Johnson, Kimberly Clark, and, outside the package-goods area, Xerox.

These spots are done by outside production services, often small film houses set-up specifically for low-cost, unpolished production of test commercials. NHS clients also put animated storyboards to frequent use.

The production head of a large TV agency conceded that "the general talk is, you know, that there are fewer commercials being made this calendar year," but he hesitated to call the drop "significant." He said spots are getting "a little more simplified and direct," a result not only of the impulse to economize, but also of a creative trend.

He called the trend away from elaborate and expensive commercials a return to "good selling concepts—I think there has been a swing-around as far as that's concerned."

Sam Magdoff, president of Elektra Film Productions Inc., New York evaluated his company's commercial output this year as "even with last year's." He said that business was slack earlier in the year but that "advertisers are in a last-minute rush to get commercials out

Commercial maker merges

Take Two Inc., New York television commercial producer, has been acquired by Equity National Industries Inc., Atlanta, multi-divisional manufacturer of leisure-time equipment, it was announced last week. The acquisition was made for an undisclosed amount of Equity common stock, with some shares delivered on closing and additional shares to be paid out over a four-year period on the basis of incremental earnings.

Take Two was formed three years ago by Jerome Kates, who continues as president of the new Equity subsidiary. Company hopes to expand into videotape cassettes for in-class learning.

for the new season beginning Sept. 15."

As to reports that some clients are running commercials for longer flights to save money, Mr. Magdoff said that some of his company's commercials done three years ago were re-appearing on television this year. As an example he cited an animated Alka-Seltzer commercial featuring a simulated stomach. "Some of the commercials are just as valid today as when they were made," he said, "and there's no reason not to use them."

George Cooney, vice president-general manager, EUE-Screen Gems, and president, Film Producers Association of New York, reported TV commercial business off 20%, principally, he said, because the "tightness of money" has forced advertisers to re-use old commercials instead of making new ones.

As for the commercials that are being made, Mr. Cooney saw no change. Some are of the more expensive, elaborate type; others of the simpler, less expensive variety.

Mr. Cooney also saw something of a trend in the production of test commercials, with most of them being made by outside companies—of which, he adds, there are fewer. And he ticked off three that have closed in the past two months because of the drop in business: Pelican, WCD and Poverty Productions.

Sheldon Satin, executive vice president of VPI Inc., noted a definite falling-off in the number of commercials being produced and in general "a greater concern about cost." Many advertisers and agencies are pre-testing spots and, once they are on the air, using them far longer than customary in the past, said Mr. Satin.

Discount stores set the pace in local TV

Department-discount store expenditures in local television rose \$3.4 million in the first half of 1970 from the same period last year, the Television Bureau of Advertising said in a report being released today (Aug. 17). The climb, according to TVB, ranks department-discount stores as the fastest growing retailer category in local TV.

Among the retail organizations spearheading this investment rise was Sears, Roebuck—the nation's number-one retailer and TV's top local client—which boosted first-quarter TV investments from \$2.4 million in 1969 to \$5.8 million in 1970, an increase of 138%, TVB said.

The TVB report, based on information provided by Broadcast Advertisers Reports, which monitors 261 stations in 75 leading markets one week per month, indicated a TV investment by local retail firms of \$10.1 million in 1970's first quarter, compared to \$6.7 million

\$2-million Bic campaign is highlighted by humor

Waterman-Bic pen's 10-week, \$2-million TV campaign that starts this week in support of its dealers during the back-to-school season is also the first major creative effort for the company by its new agency, Kurtz, Kambanis, Symon, New York.

The agency's association is of particular interest because of Waterman-Bic pen's surprise switch of its \$4 million in billings, virtually all in TV, after a nine-year residency at Ted Bates & Co. (BROADCASTING, Feb. 9). That appointment more than doubled the billings of the fledgling Kurtz agency.

For the campaign, the agency prepared six new 30-second commercials. Though the commercials are varied, each uses humor, nearly all picture some product demonstration and one of them subtly spoofs the "torture test" advertising that Bates had formerly produced for Waterman-Bic.

That spoof spot has "Professor Dummkopf," a wild scientist type who operates an elaborate machine with which he attempts to wear out a Bic ball-point. Another spoof has a Dracula scene in which the vampire changes his order from two pints of blood to a chocolate milk shake after using a



fine-point pen. Two commercials promote the Bic Clic, one by a head waiter, the other by a man who finds a third hand pushing his writing hand aside. A fifth spot has a woman shopper finding a school pen pack the only bargain after a buying spree, and a sixth has a Bic pen writing after it is used to punch holes in a soda can during a picnic lunch.

The first commercials begin in both daytime and evening network shows Thursday (Aug. 20) and during the 10

weeks all three TV networks will be used, including several shows on each network, movies on both ABC and NBC and NCAA football on ABC and track-field events and tennis on CBS.

Brownstone Packagers, New York, was the production company on the head waiter, Dracula and professor commercials, and Gomes Loew productions, New York, on the picnic, three hands and woman shopper spots. Steve Kambanis handled the creative art and Jim Symon the copy.

in 1969—an increase of 51%.

In terms of units—the number of commercials scheduled in an average week—department-store activity increased 43% in the BAR markets going from 5,636 messages a week during the first quarter of 1969 to 8,064 this year.

TVB also confirmed the trend to more 30-second spots and fewer 60-second spots. According to the BAR data, 46% of all commercial units now are 30-seconds.

ABC special gets 3M sponsorship

The 3M Co., St. Paul, will sponsor a two-part 90-minute special on ABC-TV titled *To All the World's Children*, divided into a one-hour program on Nov. 27 (7:30-8:30 p.m.) and a 30-minute segment to be carried as part of the network's *Discovery* series on Nov. 29 (11:30 a.m.-12 noon). BBDO, New York, is the agency.

The special will be primarily an examination of the United Nations children's fund (UNICEF), which celebrates its 25th anniversary next year. The program is an ABC News production, with the 60-minute portion produced by Stephen Fleischman in South America, Africa and Asia, and the

half-hour portion produced by Jules Power. This segment will view the universal characteristics of children, shown through the art of American Indian artist David Paladin.

AAAA reports rise in agency profits

The net profit of incorporated advertising agencies rose slightly in 1969. After taxes, it amounted to 4.03% of gross income (as compared with 3.97% in 1968) or 0.80% of billing (as compared with 0.76% in 1968).

That report was issued last week by the American Association of Advertising Agencies, which said "the modest improvement in profit" resulted from a "slight decrease in total payroll" (65.79% of gross income, as against 66.16% in 1968), which in turn "was tempered by a slight increase in overhead costs" (total expenses, including payroll, came to 93.68% of gross income, up from 93.56% in 1968).

AAAA said that although payroll as a percentage of gross was down slightly in 1969, payroll dollars did not decline—the percentage was derived from a higher gross in 1969 than 1968. The only other significant change noted by

AAAA in 1969 was that percentage of gross allocated to employe insurance rose to 0.94% from 0.82% in 1968.

Agencies focus on younger consumers

The 18-to-49 age group continues to be the single most requested demographic upon which spot radio buys are based, Robert E. Eastman & Co., station representatives, reported last week. The findings were based on a study conducted by Eastman from buying patterns in more than 100 markets from January 1968 through May 1970.

According to Frank Boyle, Eastman president, the study will be ongoing.

The study, broken down by market size and six age groups, also indicated that the age group showing greatest decline was adults aged 18 and over. It also showed that agencies were requesting consistently younger demographics in the top 60 markets, while over-all at least 75% of all buys made were premised on demographics 18 years or older.

Among other findings in the top 60 markets: 18-34 shows most rapid growth and teens plus 18-24/34 are spurting, as a new, combined demographic.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 2, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 2	Total dollars week ended Aug. 2	1970 total minutes	1970 total dollars
	Week ended Aug. 2	Cume Jan. 1-Aug. 2	Week ended Aug. 2	Cume Jan. 1-Aug. 2	Week ended Aug. 2	Cume Jan. 1-Aug. 2				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 55.5	\$ 3,434.2	\$ 303.1	\$ 9,862.0	67	\$ 358.6	2,511	\$ 13,296.2
Monday-Friday 10 a.m.-6 p.m.	1,517.1	52,595.3	2,645.4	94,498.5	1,398.9	54,733.5	816	5,561.4	26,423	201,827.3
Saturday-Sunday Sign-on-6 p.m.	632.5	28,304.3	552.8	38,015.2	621.0	22,274.8	212	1,806.3	8,518	88,594.3
Monday-Saturday 6 p.m.-7:30 p.m.	255.4	6,884.2	476.4	23,439.0	428.4	17,330.3	81	1,160.2	2,394	47,653.5
Sunday 6 p.m.-7:30 p.m.	334.7	3,719.8	149.9	7,754.5	6,056.6	18	484.6	620	17,530.9
Monday-Sunday 7:30-11 p.m.	4,241.6	160,647.0	4,537.4	204,424.1	4,607.6	202,047.8	456	13,386.6	13,437	567,118.9
Monday-Sunday 11 p.m.-Sign off	565.6	9,023.9	213.2	11,385.0	623.4	20,651.4	109	1,402.2	3,458	41,060.3
Total	\$ 7,546.9	\$261,147.5	\$ 8,630.6	\$382,950.5	\$ 7,982.4	\$332,956.4	1,759	\$24,159.9	57,361	\$ 977,081.4

Miles Kirkpatrick named FTC chairman

He headed ABA committee whose criticism of agency stimulated reform

President Nixon acted on old adage last week—to put the critic in charge of the thing he criticizes—when he nominated Miles W. Kirkpatrick, a Philadelphia lawyer, to be the new chairman of the Federal Trade Commission. The Senate Commerce Committee announced that a hearing on the nomination will take place Thursday (Aug. 20).

Mr. Kirkpatrick, 52, was chairman of an American Bar Association committee that critically studied the FTC and recommended drastic changes in the structure and operation of that agency.

Mr. Kirkpatrick's nomination was not unexpected. There were reports last month that he would be named to the FTC post to succeed Caspar W. Weinberger, a California lawyer, who left Aug. 7 to become deputy director of the new White House Office of Management and Budget (BROADCASTING, July 27).

Mr. Weinberger's term has six years to run.

Mr. Kirkpatrick is a member of the Philadelphia firm of Morgan, Lewis & Bockius.

He is a 1940 graduate of Princeton University and a 1943 graduate of the University of Pennsylvania Law School, receiving his LL. B. in absentia since he was serving in the Army during World War II. He is the son of William H.

Kirkpatrick, for many years a U.S. District Court judge in Philadelphia.

Pending Mr. Kirkpatrick's confirmation, President Nixon named FTC Commissioner A. Everette MacIntyre as acting chairman. Mr. MacIntyre, a Democrat, was named an FTC commissioner by the late President Kennedy in 1961.

It was while Mr. Kirkpatrick was chairman of the ABA's antitrust section in 1968-69 that he headed the study of the FTC. That group's findings were submitted to President Nixon in the fall of 1969.

It concluded that the agency was wasting time and energy on what it called "trivia." It also said that many of the agency's top personnel were incompetent. It recommended that the trade agency put more resources into detecting and eliminating frauds against consumers and in promoting competition.

Many of these suggestions were incorporated into the restructuring of the FTC that followed the appointment of Mr. Weinberger. During Mr. Weinberger's year as chairman, the FTC was reorganized into two bureaus (consumer protection and competition). In the process, many long-time staff executives retired or were displaced.

Discount policy at WJAR

WJAR-AM-FM Providence, R.I., will reduce its regular rates by 25% for political broadcasts. The discount policy was reported in a 30-page "Political Broadcast Manual" distributed by the stations last week in conjunction with a political broadcast seminar they conducted Thursday (Aug. 13) for local, state and national candidates seeking election this year.

FC&B gets out of race for advertising awards

Foote, Cone & Belding, which has expressed dismay over the proliferation of advertising-awards competitions and hinted of its eventual withdrawal from the field, last week made it official.

In an internal staff announcement, John E. O'Toole, president of Foote, Cone & Belding Communications Inc. and Foote, Cone & Belding Advertising, said the advertising agency—encompassing all of its domestic and international offices—"will be entering no more awards competitions."

(Leo Burnett Co., Chicago, affirmed last week that it also has withdrawn from the advertising-awards field.)

Mr. O'Toole in his memo observed: "By now there must be as many advertising awards as there are advertisers."

He said that with their increase "an inordinate amount of [agency] creative time has been devoted to selecting, screening and preparing entries, coordinating between offices and attending tedious awards dinners."

Mr. O'Toole noted that FC&B collected "more than our share" of awards in recent competitions and cited some of them, observing also, "The list goes on and on, and therein lies the problem."

He said that while he was proud of the advertising of the people involved in it, "I've had to conclude that the results just don't justify the time expended.

"I can't help but feel those hours would be better used against our prime professional objective: Moving our clients' products ahead in their categories."

ARB proves it's a prime time to be on Stockton/Sacramento's KOV-13.

In the nation's 25th TV market, KOVR has six of the eight top ARB prime time shows*:

	HOMES
1. Room 222	183,000
2. Courtship of Eddie's Father	178,000
3. Station A	178,000
4. Mod Squad	165,000
5. Nanny & The Professor	164,000
6. Station A	164,000
7. ABC Movie of The Week	155,000
8. Johnny Cash	149,000

And in the demographic area with the heavy purchasing power—18-49 **Women**—KOV-13 has 11 of the top 15 shows.

For best results in Stockton/Sacramento, the nation's 25th TV market, choose KOVR.

Remember, KOVR is in one of the nation's leading color TV markets with 57% color penetration.**

Data Sources: *Stockton/Sacramento ARB Feb. 11 — March 10, 1970.

**Broadcasting 5/18/70

Estimates subject to errors, variations and interpretive restrictions, inherent in sampling surveys.

KOV-13 CHANNEL 13



McCLATCHY BROADCASTING

Basic NBC Affiliate

Represented Nationally by Katz Television



Even during summer, radio holds listeners

The first Radio's All-Dimension Audience Research (RADAR) report for a summer period shows that radio listening continues at a high level during the hot weather.

The study, conducted by Brand Rating Research Audience Studies Inc. during August 1969 and issued last week, revealed that 14.6% of all persons (aged 12 and over) were using radio during the average quarter-hour between 6 A.M. and midnight. It was said that, considering differences in time of year, this percentage compares favorably with the previous RADAR report (March 1969) of a 15.4% average tune-in.

According to the summer study, more than 22 million persons aged 12 and

over listen to radio during the average quarter-hour, with the weekly cumulative audience listed at more than 138 million persons. Individual radio networks attain cumes of as many as 22 million persons over seven days, with average quarter-hour figures of more than 2 million persons, according to the study.

RADAR is supported by the ABC, CBS, MBS and NBC radio networks.

Go'ing all the way

Federal Trade Commission has announced it will conduct public hearings, beginning Oct. 15, on a proposed trade regulation rule requiring disclosure of tar and nicotine content in all cigarette advertising. Cigarette advertising on radio and television is barred by law after Jan. 1, 1971.

Ad ban sought against evangelist

Radio evangelist Curtis Howe Springer and some 180 acres of land near Baker, Calif. are the center of a dispute in which the U.S. government contends the land is being misused.

Mr. Springer filed a mining claim for the land in 1944, then built a 60-room hotel, food processing plant, lake, church, radio studio and other facilities on the property. Assistant U.S. Attorney Thomas H. Coleman has charged that the land is not being used for mining.

Mr. Springer is said to have been advertising in newspapers and on radio for people to visit his resort and buy his health foods. His attorneys say that he has the right to use the surface of the land in any manner he chooses.

Business briefly:

Monroe Auto Equipment Co., Monroe, Mich., through Aitken-Kynett Co., Philadelphia, has purchased sponsorship on NBC Radio's *News on the Hour* and *Emphasis*.

Sears Roebuck & Co., Chicago, through Foote, Cone & Belding, New York, will sponsor NBC-TV special *Winnie the Pooh and the Blustery Day*, Monday, Nov. 30 (7:30-8 p.m. NYT) preempting *The Red Skelton Show*.

Coca Cola Co., through McCann-Erickson, and Interstate Brands, through Dancer - Fitzgerald - Sample, will co-sponsor half-hour rebroadcasts of three CBS-TV *Peanuts* specials on CBS-TV next season: *It Was a Short Summer, Charlie Brown* at 8:30 p.m. (EDT) Sept. 16; *It's the Great Pumpkin, Charlie Brown* at 8:30 p.m. (EDT) on Oct. 24, and *A Charlie Brown Christmas* at 7:30 p.m. (EST) on Dec. 5.

Coca Cola Co., Foods Division, Houston, through Marschalk Co., New York; **Vick Chemical Co.**, through Benton & Bowles, both New York; **General Mills Inc.**, Minneapolis, through Dancer-Fitzgerald-Sample Inc., New York; and **McDonald's Corp.**, St. Louis, **Star-Kitt Foods Inc.**, Terminal Island, Calif., and **Philip Morris Inc.**, New York, all through Leo Burnett Co., New York, have given full sponsorship of NBC-TV's telecast of the 82d Annual Tournament of Roses Parade, Friday, Jan. 1, 1971 (11:30 a.m. - 1:45 p.m. NYT).

Gertz Department Stores of Long Island, N.Y., and **Stern Brothers of New Jersey**, both affiliated with Allied Stores Inc., will promote back-to-school sales on a series of children's TV specials. Stores will sponsor four one-hour musical-comedy programs performed by

the Prince Street Players, the Children's Repertory Company, on WCBS-TV New York. Programs, scheduled for four successive Sundays, will be *Jack and the Beanstalk*, Aug. 16, *Pinocchio*, Aug. 23, *The Emperor's New Clothes*, Aug. 30 and *Aladdin* Sept. 6. Neither chain retains outside agency.

Faberge Inc., through Nadler & Larimer Inc., both New York, is beginning two-month network and spot-TV campaign for Woodhewer Trio Perfume sets Sept. 15. Thirty-second commercials will be used.

Rep appointments:

■ **KCRA-TV** Sacramento-Stockton, Calif.: Storer Television Sales Inc., New York.

■ **KOOO(AM)** Omaha; **KECK(AM)** Lincoln, Neb.; **WQMG-FM** Greensborough, N.C. and **WQXL(AM)** Columbia, S.C.: Young Radio Sales, New York.

■ **KZUN(AM-FM)** Spokane, Wash.: AAA representatives, New York.

■ **KCCT(AM)** Corpus Christi and **KSJT(FM)** San Angelo, both Texas: AAA Representatives, New York.

■ **WIST(AM)** Charlotte, N.C.; **KWG(AM)** Stockton, Calif., and **WBLK-FM** Depew, N.Y.: Adam Young Inc., New York.

■ **WNDR(AM)** Syracuse, N.Y.: Katz Radio, New York.

■ **WCIB(FM)** Falmouth, Mass.: Harold H. Segal and Co., Boston.

■ **KCFI(AM)** Cedar Falls, Iowa: Bernard Howard & Co., New York.

Also in advertising:

Pixy promotion ■ Pixanne, central character of Metromedia's nationally syndi-

cated children's show, played by Jane Norman, is saleswoman for series of one-time-only commercials for Colgate Dental Cream, written especially for children. New scripts will be prepared weekly for minute commercials, tailored to program on which it appears.

A pig's eye ■ The high-pitched voice of a young boy who's uttered the "more Parks sausages, Mom" theme on spot radio for 12 years is also moving into spot television in 30-second animated commercial beginning Sept. 21 and continuing through Dec. 13. Leon Shaffer, Golnick Advertising, Baltimore, is handling the \$500,000 campaign for H. G. Parks Inc. The company spent approximately \$400,000 in radio last year. Zander Associates, New York, will handle commercial production.

Daily notes for services ■ Jefferson Productions, Charlotte, N.C., has announced addition of its new DMI Videodisc-1000 slow-motion recorder and CDL computerized electronic editing system in the package for which advertiser and agency clients will be charged \$2,950 daily. Jefferson's flat daily rate for TV commercial assignments went into effect June 1 (BROADCASTING, June 1).

New branch address ■ The Los Angeles branch of Grey Advertising has moved to new offices in the Equitable Life Assurance Building. New address: 3435 Wilshire Blvd., Los Angeles 90005. Telephone: (213) 380-0530.

DDB for ACS ■ American Cancer Society has named Doyle Dane Bernbach as agency for its 1971 educational and fund-raising public service campaign—the annual April Crusade. All time and space are donated by the media and DDB will not charge ACS for its work.



One way to keep a boy off the streets.

Put him inside the patrol car. As a guest. In this instance, the boy was part of a "Back the Cops" program initiated by the Sioux City American Legion. His job was to watch the law enforcement officers do their job—and report back to his fellow students. The Fetzer television station sent two news cameramen along in the patrol car to document the evening for area-wide viewing. Three hundred students became volunteers in the Legion program. We were proud to have played a part in a continuing community effort to bring up better citizens who understand their law enforcement procedures.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

What triggered conglomerate probe

FCC staff turns up signs of in-house trade deals, finds no positive benefits in diversified firms

The FCC's initial study of conglomerate ownership of broadcast stations has drawn some blood. It was not as much as some expected, as one commissioner put it, but some—enough to help persuade the commission to continue and to expand the study.

This became evident last week when descriptions of the confidential staff report that figured in the commission's decision, on Aug. 7, to send questionnaires to some 50 companies (BROADCASTING, Aug. 10) became available.

The report is said to have raised few if any questions about four of the six licensees with substantial nonbroadcast holdings that were selected last December to receive a pilot questionnaire in the commission's effort to determine the impact of such holdings on broadcast operations.

But the report, by the conglomerate study task force, is critical of the intracorporate dealings of the remaining two, Avco Corp. and E. W. Scripps Co. What's more, the study questions the assertion frequently made in defense of conglomerate ownership of broadcast properties—that nonbroadcast holdings contribute to improved broadcast service.

The other four companies studied—each of the six was chosen as representative of a different category of conglomerate—are Chris-Craft Industries Inc., Fuqua Industries Inc., Cox Enterprises Inc., and the Travelers Corp.

The study, which covered a three-year period beginning July 1, 1966, concludes that in most cases there was no evidence that the parent company used stations improperly to advance nonbroadcast interests. It also said that parent company supervision of broadcast operations appeared to conform to normal corporate practice.

But some of the practices of Avco and Scripps, as described by the task force, appear to confirm fears that some commissioners, notably Kenneth A. Cox and Nicholas Johnson, express in opposing conglomerate company acquisitions of broadcast properties.

The report is said to quote correspondence among Avco executives, in-

cluding John T. Murphy, president of Avco Broadcasting Co., indicating the broadcasting arm of the conglomerate used corporate relationships as an argument in attempting to persuade an Avco finance company subsidiary to place advertising with Avco stations.

The FCC staff argues that such in-house dealings are unfair to newspapers and broadcast stations attempting to compete with a conglomerate's broadcast outlets. Indeed, it urges the commission to obtain the Justice Department's views on whether such practice constitutes a restraint on competition, both from the standpoint of the antitrust laws and the public-interest standard of the Communications Act.

The report also includes correspondence the staff sees as indicating that Avco corporate relationships can influence Avco stations in their sports news judgment. The staff says one letter, from Avco broadcasting's public-information director, indicates that Avco's San Francisco stations, KYA(AM) and KOIT(FM), would have covered a hockey tournament if they were aware that two of the teams were sponsored by an Avco finance company; a news release informing the broadcasting arm of the Avco connection arrived late.

Avco, the 120th largest industrial firm in the country, has holdings in aircraft, space and missile companies, communications systems, and financial and lend-

ing businesses, in addition to 12 broadcast stations—WLW(AM) and WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-FM San Antonio, Tex.; WWDC-AM-FM Washington; WRTH(AM) Wood River, Ill., and the San Francisco outlets.

The task force's concern with Scripps, parent company of Scripps-Howard Broadcasting Co., centers on an apparent no-cash trade-off of advertising between Scripps-Howard's WEWS(TV) Cleveland and the commonly owned *Cleveland Press*. The study cites company correspondence indicating the trade-off was an unprecedented departure from company practice and was apparently aimed at helping the newspaper meet competition from the *Cleveland Plain Dealer*.

The study says such no-cash trade-offs between commonly held newspapers and broadcast stations run contrary to commission policy. And it suggests that the commission require other newspaper-licensees to file intracorporate communications that would enable the commission to determine whether the newspapers are using the stations to gain advantages not available to their press competitors. Scripps owns 15 morning and evening newspapers and seven Sunday newspapers in 14 cities, the United Press International wire service and seven stations—WMC-AM-FM-TV Memphis and WNOX(AM) Knoxville, both Tennessee; WCPO-TV Cincinnati and WEWS(TV) Cleveland; WPTV(TV) West Palm Beach, Fla.

Avco officials declined to comment on press accounts of the task force's report; they noted they had not seen the document itself. Jack Howard, president of Scripps-Howard Broadcasting as well as of the parent company, made clear his annoyance over the publication of material the six conglomerates had turned over to the commission on the understanding it would be kept confidential.

But he aimed his fire principally at the *Wall Street Journal*, which carried an account of the report on Tuesday. "I don't believe I care to comment on

FCC salute to Kenneth Cox

The FCC has scheduled a farewell presentation ceremony and reception for Commissioner Kenneth A. Cox for Thursday, Aug. 20, in commission meeting room 856 from 2:30 to 4:30 p.m. The commission gave notice last week that its employees, industry and government representatives, members of the communications bar and the public are all invited.

Commissioner Cox, who is leaving the commission after more than nine years, has not announced his future plans. Nor has he given the exact date of his departure.

the ethics of that paper's publication of an obvious leak of a confidential report based on information submitted by six companies to the FCC under a promise of confidentiality," said Mr. Howard.

The commission authorized the task force to conduct follow-up field investigations of Avco and Scripps-Howard, as well as of any of the companies that are chosen to receive a questionnaire in the expanded study.

While Avco and Scripps-Howard were singled out for critical comment in the report, all licensees with substantial nonbroadcast holdings—and conglomerates considering entering the broadcast field—had reason to view the document uneasily.

For it gave short shrift to the answers the six companies had provided in response to a question as to what benefits their broadcast operations derived from their nonbroadcast holdings. The most direct benefit the licensees claimed was increased financial capacity.

But the FCC staff said that the station operations of the six are profitable and contribute more to the parent companies' net earnings than most of the other subsidiaries involved; indeed, no flow of financial support to the stations takes place.

There was no indication last week how soon the new phase of the conglomerate study will be undertaken. The task force is revising its questionnaire in light of the experience gained in the pilot project. When that job is completed the questionnaire will be submitted to the Office of Management and Budget for clearance.

The identifications of the new companies to be surveyed have not yet been finally determined. It is understood that decisions will be made after the revised questionnaire is cleared—and that the aim is to include all multiple owners with substantial nonbroadcast holdings. Conceivably, this could result in a list of slightly more than the figure of 50 mentioned in the commission's announcement.

The commission's action authorizing the expanded study, on a 5-to-2 vote, came as a surprise. The project had been conceived in February 1969 as a means of soothing the anger of Commissioners Cox and Johnson over approval of several sales of broadcast stations to conglomerates (including Fuqua and Avco) (BROADCASTING, Feb. 10, 1969).

Chairman Dean Burch, who with Commissioner Robert Wells dissented to the extension of the inquiry, had been reported eager to kill the project as soon as Commissioner Cox left the commission and made way for a Republican majority—which is expected to occur within a matter of weeks. (Commissioner Wells has been nomi-

Women's revolt hits ABC News

Backed by ACLU, secretary to Lower charges discrimination

ABC News in New York was charged last week with "unlawful discrimination against women in employment." The charge was filed as a class action by the American Civil Liberties Union on behalf of Sharon Niederman, a secretary in the office of ABC News President Elmer Lower, "and on behalf of all female employees."

A news conference to announce the action had been scheduled last Thursday (Aug. 13), but was canceled, according to Miss Niederman, because "the threat of economic deprivation due to the loss of jobs and the ridicule and harassment we are subjected to has caused the large number of women I represent in this action to refuse to come forward."

"The present pattern of employment by ABC News supports the charge of discrimination and job segregation," the ACLU said in a letter to the New York City Commission on Human Rights.

The ACLU claimed that, of 250 employees of ABC News in New York, 50 are women, with only 10 of those "scattered throughout all the higher

nated to replace him; and Sherman Unger, now general counsel of the Department of Housing and Urban Development, has been named to fill the remaining 11 months of Mr. Wells's present term [BROADCASTING, July 27]). The chairman is said to feel there are more pressing needs for the commission's resources in staff and money.

However, the line-up on the proposal to expand the inquiry showed that the chairman had lost the vote of Commissioner Robert E. Lee, who originally had voted against starting the inquiry. He is said to feel that the results of the pilot project warrant a further look.

And, as commission officials were quick to point out, the widespread publicity given the task force's confidential report would make scuttling the project more difficult.

The possible results of the project, in terms of commission action, will have to await completion of the new phase. But as a minimum, the commission may adopt the task force's recommendation that ownership forms be revised to provide more information about nonbroadcast holdings of licensees.

The project may have an early by-

categories of employment at ABC News."

Most, the ACLU added, are "at the bottom of the job hierarchy." Miss Niederman said her employment figures came from an "official source." ABC could not confirm the breakdown.

Miss Niederman, 22, a 1969 graduate of George Washington University with a BA in English literature, and eight MA credits from Harvard, said she applied to ABC for a "position concerned with the writing and production of news shows."

She said she passed the typing test and last November was assigned as secretary to George Merlis, director of public relations for ABC News. Any attempts to better herself, she claimed, were met with "laughter" or were "ignored."

Miss Niederman called her situation "symbolic of the plight of the American working woman."

The ACLU, in its four-page letter to Mrs. Eleanor Holmes Norton, chairman, New York City Commission on Human Rights, signed by Melvin Wolf, ACLU legal director, called for an immediate investigation of the charges. Copies of the letter were sent to Messrs. Lower and Merlis and to Martin Rubenstein, vice president and general manager, ABC News.

ABC News officials declined immediate comment, pending further study of the matter.

product for the commission in connection with the pending rulemaking in which it is considering requiring the break-up of multimedia ownerships, including newspaper-station holdings, in the same market. The task force said it would confer with Broadcast Bureau Chief George Smith on whether it would be helpful if the task force sent revised questionnaires to some 40 newspaper licensees to obtain information for use in the rulemaking proceeding.

House group to act on CPB requests

The House Rules Committee last week cleared for floor action the Corp. for Public Broadcasting authorization bill (H.R. 17982). The bill is expected to come to a vote soon after the Labor Day recess.

The bill provides for up to \$30 million for CPB plus an additional \$5 million to be matched dollar for dollar with nonfederal contributions, for a total of \$40 million. The authorization covers a one-year period.

Gross-receipts tax fails again in court

It's ruled unconstitutional; now Ohio city must decide whether to seek higher appeal

If the city of Toledo, Ohio, wants to bite the bullet and make the effort, cities across the country and the CATV systems they franchise—not to mention the FCC—may yet get a Supreme Court ruling on whether the gross-receipts tax the cities are imposing on the systems is legal. But odds seem to be against such an effort.

Last June, the cities of Sandusky and Fremont, both Ohio, passed up an opportunity to seek Supreme Court review of that question (BROADCASTING, June 22). A federal appeals court had upheld a district court's ruling that ordinances adopted by those cities providing for such a tax violated the interstate-commerce clause of the Constitution.

The decision not to challenge the circuit court's decision left a cloud of uncertainty hanging over the legality of a practice that had been built into the structure of the CATV industry over the years. Indeed, the FCC has assumed the practice's legality; in a pending rule-making it proposes to limit to 2% of gross revenues the amount of receipts tax that cities might impose on CATV systems.

But on July 1, Judge Don Young, who had handed down the original decision in the Sandusky-Fremont case, did it again—he issued an opinion holding that the Toledo CATV franchise ordinance was unconstitutional for the same reasons cited in the earlier case; it imposed a gross-receipts tax on proceeds (3% of gross monthly revenues) from interstate commerce.

And on July 29, he issued an order declaring that ordinance and related ones invalid and unenforceable—with the result that Buckeye Cablevision Co., which had been operating under a non-exclusive franchise for four years and now serves some 15,000 subscribers, is out from under local regulation. Buckeye, 80% owned by the *Toledo Blade* and 20% by Cox Cable Communications Co., leases its plant from the local Bell telephone system.

The suits challenging the CATV franchise ordinances in all three cities were filed by Lamb Communications Inc., of Toledo, and subsidiaries, more than four years ago after Lamb was frustrated in efforts to establish CATV service. Lamb had contracts with the Bell company to build CATV plants for it on a leaseback basis in Sandusky and Fremont, but was blocked from

going ahead after the cities adopted the CATV franchise ordinances. Lamb filed for a franchise in Toledo about the same time it entered into a leaseback contract with the telephone company in that city. However, Toledo awarded its franchise to Buckeye.

Toledo has until Aug. 26 to decide whether to appeal Judge Young's opinion to the Sixth Circuit Court of Appeals—a decision that, given that court's opinion in the Sandusky-Fremont case, would most likely require the city to commit itself to a Supreme Court test. But last week there was no certainty the city was ready to undertake that course.

John Burkhart, chief counsel of the city's law department, said the matter was under consideration. But he indicated that an appeal was less than likely because of what he seemed to regard as the "doubtful" ability of the city to win in the high court. He also said his office was considering recommending that the city council amend its CATV franchise ordinance to meet the objections raised by Judge Young.

Buckeye, which was not a party in the case brought by Lamb, regards the decision with some uneasiness—particularly one part of Judge Young's opinion invalidating the ordinance granting Buckeye its franchise. Joseph Nathanson, counsel for the company, said he is studying the opinion to determine its impact on Buckeye. Buckeye may seek the court's permission to enter the case if the city decides to appeal.

Meanwhile, Lamb Communications appears determined to make the most of what it regards as the opportunity offered by its success in court.

Edward Lamb, chairman of the company, said last week it feels the court decisions clear the way for its establishment of CATV service in the three cities with facilities leased from the telephone company—and that it intends to do so. Lamb, which owns WICU-TV (ch. 12) Erie, Pa., now operates unfranchised CATV systems in Flint and Hillsdale-Janesville, both Michigan, and a franchised system in North Canton, Ohio.

Attorney will head new Triangle division

Triangle Publications has completed regrouping some of its holdings, including cable television, in a new communications division and has confirmed the appointment of H. F. (Gerry) Lenfest to direct it (BROADCASTING, July 20).

The new division, Triangle said last week, will consist of the cable operations; educational services ("Educating," a system of teaching by FM), and *Seventeen* magazine. Mr. Lenfest, an attorney with Triangle, will also become publisher of *Seventeen*.

Jefferson Standard gets a tax break

Following court decision, FCC grants certificate for sale of WBTW(TV)

The FCC has issued its first tax certificate under a new policy to permit postponement of taxes resulting from the sale of a station and to relieve some of the financial pressure put on licensees selling their facilities because of multiple-ownership requirements.

Last week's action, granting a tax break on the \$4.5-million sale of WBTW(TV) Florence, S.C., puts the WBTW case in line with the commission's notice of July 16, which allowed a tax relief certification if a transfer showed a "casual relationship" between the commission's new multiple-ownership policy and the sale of a station, and if the sale effectuates the new policy.

Before the July 6 ruling, the commission had said that tax certificates would only be issued where licensees were required to dispose of their broadcast holdings "involuntarily", because of a change in commission policy.

The certificate would permit a seller to avoid taxes on his proceeds from the sale for at least two years. He could avoid the taxes forever if he reinvested the money in his remaining broadcast properties.

The commission's action also permits broadcasters to treat such sales as involuntary conversions of property (BROADCASTING, July 20).

The commission granted the sale of WBTW from Jefferson Standard Broadcasting Co. to Daily Telegraph Printing Co. on Feb. 28, 1968.

It further rejected Jefferson Standard's request for a tax break on the sale which the licensee termed necessary under the commission's 1964 multiple ownership rules.

Jefferson Standard appealed the ruling and a federal district court judge ruled that it had sold the station to comply with the ownership rules.

Jefferson Standard, in requesting the certificate, contended it had sold WBTW because it could not increase the signal strength of either WBTW or its WBTW-TV Charlotte, N.C., without violating a commission rule barring the improvement of already overlapping signals of commonly owned VHF stations.

The commission's rule was adopted in 1964, 10 years after Jefferson Standard acquired WBTW and 15 years after it began operating the Charlotte station (BROADCASTING, Sept. 29, 1969). Jefferson Standard still seeks an increase in power for WBTW.

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After you go to bed, and after the papers go to bed, and after the newsmen from the other radio and TV stations go to bed, our news department is still going strong.

If there's an election in Paris, rioting in Rome, or saber-rattling in Peking, it's likely to happen while you're asleep. But we keep an eye

peeled for you. All night long we keep up with the news, wherever it happens.

So if you hear the news during the wee small hours on WBAL, you can be sure it hasn't been pre-written or pre-recorded hours earlier.

Of course, you're probably not awake to hear our 4 a.m. news.

But our 7 a.m. news (or the news you do hear) is better because of it.

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We talk to you like a person.

Mitchell offers an olive branch

Attorney general says he alone will authorize subpoenas to get sensitive information from newsmen

Attorney General John N. Mitchell combined word and deed last week in an effort to ease newsmen's concern over what some reporters regard as the government's effort to turn them into quasi-government agents. And he appeared to make some progress in that effort.

In a speech to the House of Delegates of the American Bar Association meeting in St. Louis, he indicated he is aware of the depth of newsmen's feelings about government subpoenas calling on reporters to testify or turn over film or other material in criminal cases.

His action—announced in the speech—was to issue a set of guidelines aimed at limiting the discretion of government lawyers to subpoena newsmen.

"Serious journalists from all the media have told me privately that they will go to prison rather than comply with subpoenas," he said; "that they will destroy their notebooks and burn their film rather than permit them to be used in a judicial proceeding."

Newsmen, the attorney general said, feel that such subpoenas violate the constitutional guarantee of free press and, if complied with, would result in drying up of news sources grown mistrustful

of reporters.

Mr. Mitchell made it clear he was not foreswearing the use of subpoenas. Indeed, he expressed the view that, "under the law as it stands today, there is no constitutional or common law privilege for the press to refuse to produce evidence requested in a properly drawn subpoena."

But he expressed the hope that the guidelines would provide "reasonable safeguards" to protect the news media's rights and privileges in a manner consistent with the public interest in the fair administration of justice.

They provide that no subpoenas will be issued to newsmen unless the information cannot be obtained from nonpress sources and that, before seeking a subpoena, government attorneys will attempt to obtain the information through negotiations aimed at accommodating the needs of the government and of the news media.

But what's clearly new in the guidelines is the provision that, even when negotiations fail, no subpoenas will be issued to newsmen "without the express authorization of the attorney general." Subpoenas obtained without that authorization will be quashed—though

without prejudice to the Justice Department requesting the subpoena on proper authorization.

Mr. Mitchell conceded that not all subpoenas to newsmen, giving rise to the controversy, have met those guidelines. Some, he noted, "were very broad" and some "were issued in haste with little awareness of their burden on the press."

The attorney general referred to the guidelines as "an interim measure." What is "urgently" needed, he said, is a comprehensive study, perhaps by the ABA or similar group, on the fair trial-free press issue as it affects the controversy over subpoenas—an issue he described as "one of the most difficult" he has faced as attorney general.

There was no immediate reaction from the ABA as to its interest in such a project. But some of those affected by the subpoena issue indicated varying degrees of enthusiasm over the guidelines. ABC News President Elmer Lower said that he was "encouraged" and that the guidelines "appear to be an earnest effort to reconcile the freedom of the press with the administration of justice."

"If the guidelines are applied in the manner and spirit in which they were

Under what circumstances subpoenas may be issued

Government attorneys are under new instructions from Attorney General John N. Mitchell to exercise greater care in seeking subpoenas to newsmen. The five points listed by the attorney general last week follow:

- The Department of Justice recognizes that compulsory process in some circumstances may have a limiting effect on the exercise of First Amendment rights. In determining whether to request issuance of a subpoena to the press, the approach in every case must be to weigh that limiting effect against the public interest to be served in the fair administration of justice.
- The Department of Justice does not consider the press "an investigative arm of the government." Therefore, all reasonable attempts should be made to obtain information from nonpress sources before there is any consideration of subpoenaing the press.
- It is the policy of the department to

insist that negotiations with the press be attempted in all cases in which a subpoena is contemplated. These negotiations should attempt to accommodate the interests of the grand jury with the interests of the news media. In these negotiations, where the nature of the investigation permits, the government should make clear what its needs are in a particular case as well as its willingness to respond to particular problems of the news media.

- If negotiations fail, no Justice Department official should request, or make any arrangements for, a subpoena to the press without the express authorization of the attorney general. If a subpoena is obtained under such circumstances, without this authorization, the department will—as a matter of course—move to quash the subpoena without prejudice to its rights subsequently to request the subpoena upon the proper authorization.

- In requesting the attorney general's authorization for a subpoena, the following principles will apply:

a. There should be sufficient reason to believe that a crime has occurred, from disclosures by nonpress sources. The department does not approve of utilizing the press as a spring board for investigations.

b. There should be sufficient reason to believe that the information sought is essential to a successful investigation—particularly with reference to directly establishing guilt or innocence. The subpoena should not be used to obtain peripheral, nonessential or speculative information.

c. The government should have unsuccessfully attempted to obtain the information from alternative nonpress sources.

d. Authorization requests for subpoenas should normally be limited to the verification of published information and to such surrounding circumstances as relate to the accuracy of the published information.

e. Great caution should be observed in requesting subpoena authorization by the attorney general for unpublished information, or where an orthodox First

announced," he said, "the rights of the public . . . press . . . and defendants should be safeguarded." But he added that "a final statement on the guidelines must await the tests of actual cases."

Neither of the other major networks made a public statement. CBS had no comment, and NBC's President Julian Goodman expressed his views in a wire to the attorney general, but the network, terming the message "personal," declined to make it public.

The *Washington Post*, a frequent critic of the Nixon administration, said editorially that the attorney general's statement on subpoenas is worth "approximately two cheers." And the *New York Times*, no particular friend of the administration either, said in an editorial that the new guidelines "go far toward easing the fears raised by the dragnet subpoenas the Justice Department issued this year" to newspaper and television reporters.

The *Times* comment appeared particularly significant because one of its reporters has been found in contempt of a federal court in San Francisco for refusing to testify before a grand jury about his interviews with Black Panther leaders.

And the president of Sigma Delta Chi, the national journalism society, issued a statement describing the guidelines as "a fair and reasonable stopgap to the delicate question of subpoenas to the news media." SDX President Frank Angelo also said that the society welcomed the study proposed by the attorney

general and that it expects to be represented on any study group that is formed.

In the process of elaborating on the dilemma the department finds itself in seeking information from the news media, Mr. Mitchell paid those media high praise for their strength and aggressiveness in digging out the news. "Because of their healthy economic conditions," he said, news organizations are able to detach reporters for weeks or even months to study an issue."

The result, he said, is that the public is told not only about the surface event but background details that are "factors of some consequence in an investigation." "Thus, occasionally," there are newsmen and photographers "who have more information than the government has—factual information and photographs which the government finds difficult, is not impossible, to obtain through its own investigatory agencies."

Mr. Mitchell restated his view—first expressed in an interview on CBS's *60 Minutes*, in May (BROADCASTING, May 18), that he would not oppose legislation granting some form of reporter-informant privilege. Bills to provide such privilege have been introduced in the House and Senate.

But there is no legislation now, he said, "and I am required to use the tools which I have in attempting to fairly administer justice." For, he said, "it would indeed be a questionable society which permitted an innocent man to be convicted or a guilty man to be freed because, under current law, I declined to subpoena a newsman who had information vital to the case."

Some House reaction is cool over subpoenas

New Justice Department guidelines for subpoenaing news reporters were denounced as "totally inadequate" by Representative Richard Ottinger (D-N.Y.).

He said that the guidelines (see above) were apparently designed to "permit continued coercion and intimidation of our free press." Mr. Ottinger added that the guidelines provided "the last bit of justification needed for speedy enactment of his Newsmen's Privilege Act (HR 16328).

The Newsmen's Privilege Act, now pending before the House Judiciary Committee, would protect newsmen from forced disclosure before federal courts and agencies of either confidential information received during news gathering or disclosure of sources of information. The bill would permit federal courts to order disclosure of information only after a hearing had determined that disclosure was necessary to protect life, or prevent espionage or aggression against the U.S.

ABA hopes to update regulatory procedures

The ABA house of delegates Wednesday approved 10 resolutions concerning recommendations to revise the Administrative Procedure Act submitted by a special ABA committee on that subject. The Administrative Procedure Act relates to legal processes at various federal regulatory agencies, including the FCC and FTC.

The resolutions generally seek amendments to the Administrative Procedure Act with respect to clarifying rule-making proceedings, expanding public opportunity to participate in such proceedings and otherwise to simplify and streamline adjudicatory hearings.

But the resolutions also propose tougher amendments to the Administrative Procedure Act concerning ex-parte conduct, both within the regulatory agencies by staff members and by outsiders. The committee noted "initially licensing and rate-making were originally exempt" from the prohibition of staff ex-parte contacts but it felt such activity should be more restricted in the future. The aim is to avoid improper staff influence on agency decisions.

The resolutions proposing amendments in these two areas:

(1) "Providing that agency employees engaged in investigative or prosecuting functions in an adjudicatory proceeding or formal rulemaking proceeding cannot ex parte participate in or advise in the decision of that proceeding by agency heads, review boards or hearing examiners."

(2) "Prohibiting ex-parte communications between agency members and parties or other interested persons outside the agency on any 'fact in issue' in the decision of an adjudicatory or formal rulemaking proceeding."

The Supreme Court's chief justice, Warren E. Burger, in what the ABA called a "special appearance" last Monday, consented to full-media coverage of his talk. The ABA news department, however, issued this warning in its advance notice:

"His other appearances at various events are informal and he has requested that there be no radio or television coverage. In keeping with his wishes, no recording or photographic equipment will be permitted at any of his other appearances. The chief justice will not be available for any interviews, whether for TV, radio or the press."

The ABA's president-elect for 1971 is Leon Jaworski, Houston lawyer who served on the President's Commission on the Causes and Prevention of Violence. The ABA's new president for this year who took office in St. Louis is Edward L. Wright of Little Rock, Ark.

Amendment defense is raised or where a serious claim of confidentiality is alleged.

f. Even subpoena authorization requests for publicly disclosed information should be treated with care because, for example, cameramen have recently been subjected to harassment on the grounds that their photographs will become available to the government.

g. In any event, subpoenas should, wherever possible, be directed at material information regarding a limited subject matter, should cover a reasonably limited period of time, and should avoid requiring production of a large volume of unpublished material. They should give reasonable and timely notice of the demand for documents.

These are general rules designed to cover the great majority of cases. It must always be remembered that emergencies and other unusual situations may develop where a subpoena request to the attorney general may be submitted which does not exactly conform to these guidelines.

New sheen on an old blueprint

Elman says FTC and other independent agencies should be split into executive, judicial roles

A government lawyer with over 30 years in the federal bureaucracy, some of them in high echelons, recommended last week that federal regulatory agencies be run by one man, and that a separate court be established to adjudicate cases involving an agency and the industry it regulates.

The recommendations, similar to ones made seven years ago by Newton N. Minow, former chairman of the FCC, were made by Philip J. Elman, outgoing Federal Trade Commission member. Mr. Elman, who has served as an FTC commissioner for the last nine years, made his suggestion in a speech to the antitrust section of the American Bar Association meeting in St. Louis. Mr. Elman, in fact, mentioned Mr. Minow's recommendations in his talk; he also quoted FCC Commissioner Kenneth A. Cox in discussing presidential appointments to federal agencies.

Mr. Elman's term on the FTC expires Sept. 25. He has indicated that he is not seeking reappointment, and it is seen as doubtful that President Nixon would reappoint him. The FTC consists of five members, no more than three of whom can be members of the same political party. At present there are two Democrats, one Republican with a second Republican nominated to be chairman (see page 22), and Mr. Elman, an independent.

Because regulatory agencies should not be judge and prosecutor simultaneously, Mr. Elman said, a special "trade" court should be established to hear cases involving charges by the agency against businessmen.

This court, he said, should be decentralized and hold hearings in every state, "thus bringing the judicial phase of the regulatory process much closer to the people." Or, he said, this function might be transferred to the federal district courts. But it was evident he likes the other idea better.

By relieving the agency of its adjudicative responsibilities, Mr. Elman noted, its remaining functions could and should be vested in a single commissioner "serving at the pleasure of both the President and Congress and removable by either. . . ."

This, Mr. Elman said, would permit the public to hold both the President and Congress accountable for an agency's performance. Mr. Elman noted that neither the President nor Congress

is held accountable when a regulatory agency fails to perform in the public interest—although the President nominates the commissioners and the Congress confirms them.

The elimination of adjudicatory functions, Mr. Elman said, would enable an agency to concentrate on its main job, policies, through investigations and studies, rulemaking, and bringing suits against those charged with unlawful acts. It would also, he said, be able to recommend to the President and the Congress the need for new legislation.

"All of these essential administrative tasks, executive and quasi-legislative in nature, are better performed, more quickly and more incisively, by a single administrator than by a multimember tribunal," he said.

He confessed that these thoughts are a complete reversal of those with which he had entered government service. He has come to the conclusion, he said, that the so-called advantages of multimember commissions appointed for long terms (group decisions by commissioners whose judgments are unconcerned with tenure) has not been realized. Such agencies, he said, are too unwieldy, engage in long delays in reaching decisions which are more often than not anemic compromises unresponsive to public needs and sometimes too responsive to political pressures.

Discussing the "independence" factor, Mr. Elman said that this tends to discourage "creative and courageous"

regulation. "Independence," he said, "means that an agency lacks a constituency, a power base, and the backing of the President." And, he added, it "nourishes institutional timidity and fear" of reprisals from disgruntled members of the industry it regulates, which may result in reductions in its power or in its appropriations.

And also, he added, independence impedes the development of "comprehensive and harmonious" national policies that involve other agencies of the government beside the regulatory agency.

Mr. Elman said he thinks it would be "a serious mistake" to transfer the agencies to the executive department "where they would disappear."

Seven years ago, when Mr. Minow left the chairmanship of the FCC, he made a similar proposal. Mr. Minow recommended to the late President Kennedy that the FCC be reconstituted into a single administrator to establish policy and oversee regulation, and an administrative court, to hear comparative cases and perform other judicial functions (BROADCASTING, June 10, 1963).

Mr. Minow's suggestions followed by a bare six months a report by a special committee of the Federal Communications Bar Association headed by Washington lawyer Leonard H. Marks, recommending that the FCC be sliced into three parts—a single administrator, an administrative court and a five-man bipartisan commission to set policy.

Almost from the inception of the seven-member FCC in 1934, there have been calls for a restructuring of the agency. The dichotomy between its legislative and its judicial functions has been questioned by an attorney general's committee in 1946, by the two Hoover commissions in 1949 and 1955, during the hearings that resulted in the MacFarland amendments to the Communications Act in 1952, and in 1959 when Louis J. Hector, retiring from the Civil Aeronautics Board, told President Eisenhower that regulatory agencies are too cumbersome and recommended that the policy-making and regulatory functions of agencies be turned over to executive departments and judicial functions to a special appeal court.

In 1958, legislation was drawn up, but never introduced, by Senator Warren G. Magnuson (D-Wash.), then and still chairman of the Senate Commerce



Commissioner Elman

Committee, that would have abolished the FCC and set up in its place a single administrator and a court to hear appeals from the administrator's decisions. Details of the bill were suggested by former Senator Clarence C. Dill (D-Wash.), one-time chairman of the Commerce Committee and co-author of the 1927 Radio Act and the 1934 Communications Act.

In 1960, former Harvard Law School Dean James M. Landis, in a report to President-elect Kennedy, singled out the FCC for inefficiency. An executive order by President Kennedy that would have, among other things, given the chairman of the FCC more authority, was vetoed by the House of Representatives in 1961.

Mr. Elman, 53, a New York native, was graduated from the City College of New York in 1936 and from Harvard Law School in 1939. After serving as a law clerk to a New York judge, he became an attorney in the FCC's Law Department in 1940, leaving a year later to become law clerk to the late Associate Justice Felix Frankfurter. In 1943 he was a State Department attorney, then in 1944 the office of the solicitor general. He was legal adviser to the high commissioner in Berlin in 1945-46, and returned as assistant to the solicitor general. In 1961 he was named to the FTC. He has not announced his plans when he leaves the trade agency next month.

Nixon veto leaves FCC and OTP without funds

A presidential veto last week has at least temporarily cut the 1971 purse-strings of both the FCC and the newly created Office of Telecommunications Policy. And a second veto left the future of federal funds to educational broadcasting in doubt.

The House on Thursday sustained the veto of the Housing and Urban Development and independent offices appropriations bill (HR 17548) which contains the \$24.9 million FCC budget for 1971 and \$2 million for OTP. House support of the veto, in effect, kills the measure—leaving the FCC and OTP money in limbo. The House will probably consider a new and lower bill after the Labor Day recess which began last Friday.

The House overrode the second presidential veto on the \$4.4-billion educational appropriation bill (HR 16916) by a vote of 289-114 and thus cleared it for Senate action.

That education measure contains \$11 million in federal facilities grants to states for educational TV and radio stations. The \$11-million figure exceeds the President's request of \$4 million for educational broadcasting funds.

U.S. courts are now fairness arbiters

Democratic committee and three West Coast antiwar groups appeal FCC rulings

The federal courts are beginning to displace the FCC as the principal arena for the mounting dispute over the extent to which the public is entitled to access to the nation's broadcast facilities.

A number of commission decisions—most dealing with the fairness doctrine—that frustrated those seeking wider access are under challenge in the U.S. Court of Appeals in the District of Columbia, or soon will be.

Last week, the Democratic National Committee and three West Coast antiwar groups filed notices of appeal from commission decisions denying their petitions on the access question.

A Quaker group had already filed an appeal from a commission decision denying its fairness-doctrine complaint against WRC-TV and WMAL(TV), both Washington. And the Business Executives Move for Peace is due to appeal soon a commission action denying its complaint against WTOP(AM) Washington.

The DNC is appealing a commission decision, issued two weeks ago in response to a request from the committee for a declaratory ruling, that broadcasters may not arbitrarily refuse to sell time to political parties for the solicitation of funds but that they may decline to sell time for the presentation of the parties' views on regarding controversial issues (BROADCASTING, Aug. 10).

The DNC had asked for a ruling that broadcasters may not arbitrarily refuse to sell time for either purpose. And Lawrence F. O'Brien, chairman of the DNC, in announcing plans to lodge an appeal, called the ruling "absurd on its face." He said the DNC would press its fight to the Supreme Court if necessary.

The three West Coast antiwar groups had filed a fairness-doctrine complaint against more than 20 San Francisco area stations in connection with an effort to obtain time to respond to the broadcast of armed forces recruiting announcements.

They contended that the commission's application of the fairness doctrine to cigarette advertising provided a precedent for its application to recruitment spots.

The Quaker group—the Peace Committee of the Baltimore Yearly Meetings of the Religious Society of Friends—had also complained to the commis-

sion after a request for time to reply to recruitment spots was denied.

The BEM case involves the group's contention that WTOP violated the fairness doctrine by refusing to sell time for the presentation of BEM's messages urging immediate withdrawal of American forces from Vietnam.

FCC's fairness powers could extend to papers

Two companion bills, which would bring newspapers under the FCC's fairness doctrine, were introduced last week by Representative Leonard Farbstein (D-N.Y.). The FCC would also be given the responsibility of enforcement.

The first measure (HR 18927) would extend the fairness doctrine to newspapers in communities of 25,000 or over, which do not have two separately owned papers.

The second bill (HR 18928), would empower the FCC to fine or revoke the antitrust exemption of papers falling under the Newspaper Preservation Act which were not presenting conflicting views on the issues. The Preservation Act provides for an exemption of newspaper joint operating agreements from the antitrust laws.

Under the laws, a Farbstein aide said, a reader could not object that a newspaper's editorials cover only one viewpoint—the reader would have to look at the newspaper as a whole, over a period of time, and then decide that he had not been exposed to divergent views on an issue. The FCC could then consider a complaint on that basis. The FCC, he said, would have no authority over content, only over the balance of presentations of opposing viewpoints.

In another related proposal, Representative Michael Feighan (D-Ohio) introduced a measure (HR 18941) which would require newspapers of general circulation to print editorial advertisements—which include solicitations for funds or explanations of particular viewpoints on issues—and to guarantee a person's right to reply to editorial comment directed at him. The Feighan bill would avoid empowering the FCC to enforce such measures, and would look instead to a mandatory injunction in federal court for enforcement.

CBS and NBC trade places

CBS-TV and NBC-TV will complete an exchange of affiliations in Rapid City, S.D., on Sept. 13. CBS announced last week that it would replace its affiliation with KOTA-TV Rapid City and satellite KHSD(TV) Lead, S.D., with KRSD-TV Rapid City and satellite KDSJ-TV Lead. NBC confirmed that it was effecting a switch—from KRSD-TV to KOTA-TV.

Hard words from Bob Wells

He tells broadcasters to stop 'minor skirmishes' and face the real crises

An FCC commissioner and a small-market radio operator warned broadcasters last weekend that they had better begin thinking of "gut" issues and stop quibbling about small differences. Both men were scheduled to address the Arkansas Broadcasters Association semiannual convention in Hot Springs last Friday and Saturday (Aug. 14 and 15).

Commissioner Robert Wells told the broadcasters that there were serious and vital issues confronting them, far more important than some of the issues they have complained about.

"... When a governmental agency is threatening to enter actively into programming, is it really important to you that you must ascertain your community needs?" he asked. And he continued: "Is documentation required by the FCC important when the very financial structure of your industry is in jeopardy? Is it really important to you what the FCC requires on technical standards when the whole industry is under fire for being too powerful, and moves are under foot to limit the amount of money that can be spent in your industry? Is it really important that we spend time and money fighting these minor skirmishes when the real battle is much more significant?"

Mr. Wells said that he felt the cigarette-advertising broadcast ban is discriminatory and that limitation on broadcast spending in the political broadcasting bill (see page 46) does not get to the heart of the problem of high campaign costs and the plight of the poor candidate. "The money will just be spent in other sources and probably with less effect," he said.

"So," Mr. Wells said, "let us be blunt. . . . Licensees have an obligation to the future of this industry and the obligation is here now."

Earlier in his scheduled talk, Mr. Wells noted that recent FCC decisions on the fairness doctrine (BROADCASTING, Aug. 10) make it clear that licensees have a responsibility to cover important and controversial issues but that "it is the licensee who decides how he will cover . . . issues."

Mr. Wells commented, also, that these decisions make clear that "no specific individual has a right to demand broadcast time." Treatment of an issue, he said, is left to the licensee's "journalistic discretion."

And, he warned, licensees cannot attempt to avoid the fairness issue by staying away from controversial pro-

grams. "Nothing," he said, "could be further from serving the public interest. . . ." And, he added, "I have never seen a licensee get into trouble for covering any controversial issue if he gave any kind of well-rounded coverage."

Commissioner Wells's call for broadcasters to face key issues was seconded by John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill., who is also a member of the radio board of the National Association of Broadcasters. Speaking at the same meeting, Mr. Hurlbut was scheduled to appeal for broadcasters to let their congressmen and senators know how they feel about basic issues affecting broadcasting.

Terming his speech a sermon ("For what shall it profit an owner, if he gain the whole market . . . and lose his license?"), Mr. Hurlbut noted that broadcasters are extremely successful in attracting an audience, selling time and moving merchandise. "But," he added, "in the area of selling ourselves to the public, creating an image of responsibility with the Congress and our regulators, our muscle is flabby at best. . . ."

Broadcasters, he said, cannot expect the NAB staff to do it all. "Your congressmen and your senators," he said, "get elected by the people in your coverage area. They are not elected by the NAB people charged with government-relations responsibility. And until congressional committees or whoever realize that our headquarters people represent grass-roots strength, don't expect much improvement."

Too many broadcasters, he concluded, are "more concerned with the rate-cutter down the street and too little concerned about the fires in our industry fanned by the super-regulatory crowd. . . ."

The Arkansas broadcasters were also



Commissioner Wells

to hear from J. W. Roberts, Time-Life Broadcast, president of the Radio-Television News Directors Association. Mr. Roberts called on broadcasters to professionalize their news operations, to join with (and become members of) RTNDA as it works to establish standards for broadcast newsmen—and seeks to counter "a sustained attack on broadcasters." And, he said, for the first time there is a "detectable strong public reaction against wide areas of broadcasting, including news."

NAB and FCC confer on small-market paperwork

You're a small-market radio broadcaster. Your community has a population of 4,000—6,000 if you count the entire county. You and your wife operate the station, with the help of a couple of technicians. You run the board, sell time to local merchants, buy programs, make up and mail bills, and do the myriad other things a small businessman must do to remain solvent—including seeing that the washroom is clean.

Your license is up for renewal and you are filling out the application, one requirement for which is that you append a long, laborious and extensive questionnaire on community needs based on interviews with "community leaders". You feel silly because you see these men virtually every day. Who needs it?

To try and reduce this extra and what they characterize as mostly unnecessary workload for small-market radio broadcasters, a three-man subcommittee of the Small Market Radio Committee of the National Association of Broadcasters met last week in Washington with FCC Commissioner Robert Wells, himself a former Kansas broadcaster, and Robert V. Cahill, administrative assistant to Chairman Dean Burch. Mr. Burch was due to attend the meeting, but a back ailment kept him at home that day (Aug. 10).

The committee members are Clint Formby, KPAN-AM-FM Hereford, Tex.; J. R. Livesay, WLBH-AM-FM Mattoon, Ill., and Norton E. Warner, KIMB(AM) Kimball, Neb.

Their aim is to try to persuade the FCC to relieve small-market radio broadcasters from the paperwork imposed by the commission, especially in such areas as license renewals, community needs, equal-opportunity reports, the application of the fairness doctrine and the equal-time provisions of Section 315.

The subcommittee hopes to have another meeting, this time with Chairman Burch, probably the same week that the full small-market radio committee meets in Washington Sept. 11.



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Another challenger drops out

Post-Newsweek's rival for Miami channel will settle for out-of-pocket expenses

For the second time since it was adopted on Jan. 15, the FCC's policy statement on comparative hearings involving renewal applicants has cooled the enthusiasm of a challenger of a prominent broadcaster.

A group of Miami businessmen, including several with ties to President Nixon, has decided to withdraw from its contest with Post-Newsweek Stations for Miami channel 10, occupied by Post-Newsweek's WPLG-TV.

The decision was disclosed in a pleading filed jointly last week by Post-Newsweek and Greater Miami Television. The two parties asked for a continuance of a prehearing conference that had been scheduled for Aug. 10 on the ground that they had reached an agreement under which GMT would withdraw from the contest in return for reimbursement of its expenses. Commission approval of the reimbursement, which is expected to amount to some \$60,000, would be required.

This was the same scenario followed when a group of Los Angeles business and professional people known as

Voice of Los Angeles bowed out of their contest with NBC for channel 4 Los Angeles, now occupied by NBC's KNBC(TV).

It is understood that, as in the KNBC case, GMT will cite the Jan. 15 policy statement as justification for commission approval of the withdrawal agreement. Voice which had filed its competing application almost one year before the policy statement was adopted, said that the statement adversely affected its chances for success.

The statement asserts that, in comparative hearings involving renewal applicants, the commission will favor incumbents if they can demonstrate that they have "substantially" served the needs and interests of its area. It also states that the hearing examiner is to decide that issue before the competing applicant presents its case.

The commission last month accepted Voice's justification, and approved the withdrawal agreement, which provided for reimbursement of \$102,400 (BROADCASTING, July 7). The Post-Newsweek-GMT agreement is expected to be sub-

mitted to the commission this week.

GMT filed its competing application two weeks before the policy statement was adopted.

The filing was entered only 65 days after Post-Newsweek acquired the station from L. B. Wilson Inc. (BROADCASTING, Sept. 29, 1969). However, in designating the competing applications for hearing, the commission said Post-Newsweek would be allowed to show the extent to which its operating proposals had been implemented (BROADCASTING, June 29).

The GMT application had drawn national attention because of the White House angle. W. Sloan McCrea, president of GMT, is a business partner of Charles G. (Bebe) Rebozo, a close friend of the President. In addition, Mr. McCrea and Hoke T. Maroon, GMT treasurer, were once business associates of the President in a Miami Beach real-estate venture, and two GMT directors, William Pawley and Frank E. Mackle, Jr., are said to be friends of Mr. Nixon.

The GMT challenge was also noteworthy because Post-Newsweek's *Washington Post* has been cited by Vice President Spiro T. Agnew in his criticism of the media.

Counsel for both Voice and GMT is Welch & Morgan. The firm also represents several other applicants seeking to displace incumbent licensees. But Edward Morgan, a partner in the firm, last week predicted that the Jan. 15 statement would discourage any more challenges.

The statement offers a applicant "too little chance of success" for the money involved in competing with an incumbent, he said.

Two of the challenger applicants represented by his firm, Hampton Roads Television Corp. and Community Broadcasting of Boston, last week began a court suit aimed at overturning the policy statement. Hampton Roads is seeking to displace WTAR-TV Norfolk, Va., as occupant of channel 3, and Boston Community is one of two applicants challenging RKO General for channel 7 Boston, now occupied by WNAC-TV.

The commission adopted the new policy statement to provide "stability and predictability" to broadcast operations after a rash of challenges to renewal applicants were filed in the wake of the commission's WHDH-TV decision the previous year.

That decision appeared to offer a bright opportunity to those interested in challenging multiple-owner licensees. In it the commission denied WHDH-TV Boston renewal of its license, and granted the application of a competing applicant, Boston Broadcasters Inc.,

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largely on the grounds that the station was part of a communications complex dominated by the *Boston Herald-Traveler*.

The commission found further that the favored applicant proposed to integrate its management and ownership of the outlet.

The commission subsequently insisted, in a number of orders, that the case, which is now on appeal in court, was unique. Because the original 1957 grant was tainted by charges of ex-parte contacts on the part of WHDH officials, the station has been operated almost continuously on temporary authority.

Changing Hands

Announced:

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

■ **KBBI(FM) Los Angeles and KBBW(FM) San Diego:** Sold by Biola Schools and Colleges Inc. to J. Floyd Andrews and others for \$1,150,000 (see this page).

■ **WPOR-AM-FM Portland, Me.:** Sold by Horace A. Hildreth and others to Phil Corper, Roy Edwards and others for \$240,000. Mr. Hildreth has majority interest in **WABI-AM-FM-TV Bangor**, **WAGM-AM-FM Presque Isle**, and 1% of **WMTW(TV) Poland Spring-Mt. Washington**, all Maine. Messrs. Corper and Edwards are vice presidents of H-R Television Inc., New York-based rep firm. **WPOR(AM)** operates on 1490 kc with 1 kw day and 250 w night. **WPOR-FM** is on 101.9 mc with 5.9 kw and an antenna 490 feet above average terrain.

■ **KSRT(FM) Tracy, Calif.:** Sold by Wilfred G. Cannon and others to Ronald Carson and others for \$75,000. Mr. Carson was former employe of **WHYY(TV) Wilmington, Del.** **KSRT(FM)** operates on 100.9 mc with 2.5 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 60).

■ **WCVU(AM) Portsmouth (Norfolk), Va.:** Sold by Dan Weinig to Rust Communications Group for \$645,000. Mr. Weinig was formerly general manager of **WPAT-AM-FM Paterson, N.J.** William F. Rust Jr. is president and owns 70% of Rust Communications. Buyers own **WHAN(AM)** and **WHFM(FM) Rochester**, and **WPTR(AM) Albany**, all New York; **WAEB-AM-FM Allentown**, **WRAW(AM) Reading** and **WNOM-AM-FM York**, all Pennsylvania. **WCVU** is full time on 1350 kc with 5 kw.

Bureau seeks to block Jacksonville transfer

The FCC's Broadcast Bureau last week opposed a settlement agreement among the four applicants for channel 12 in Jacksonville, Fla.

The applicants, who have been the interim operators of the facility now occupied by **WFGA-TV**, are **Florida-Georgia Television Co.** (45½%-owned by **Wometco Enterprises**), **Florida Gateway Television Co.**, **Community First Corp.** and **New Horizons Telemastering Co.** Under the agreement, the parties would form a new company—**Channel 12 of Jacksonville Inc.**—which would purchase **Florida-Georgia's** assets for \$2,875,000. **Florida-Georgia** would be liquidated and its assets, including 26⅓% of the new company, would be distributed to its stockholders. (BROADCASTING, June 29).

The Broadcast Bureau said it opposed the agreement because there has been no showing that the new company is financially qualified to construct and operate the proposed station. It has been shown that neither **Florida Gateway**, **Community** nor **New Horizons** has as much as \$50,000 in funds, the Broadcast Bureau noted, adding that the proposed initial outlay amounts to

nearly \$3 million.

The bureau also said there has been no showing as to the value of the assets to be acquired by **Channel 12** from **Florida-Georgia**. It added that if the price is less than the actual value, the other three parties, by virtue of their stock interest in **Channel 12**, would receive a "windfall" in exchange for dismissal of their applications. It also noted there is a character issue involving anticompetitive practices still pending against **Florida-Georgia** stockholders.

San Diego airline buys two FM outlets

Pacific Southwest Airlines, San Diego-based intrastate carrier, has diversified its holdings, entering the broadcast industry with the announced purchase of **KBBI(FM) Los Angeles** and **KBBW(FM) San Diego**. The stations were sold, subject to FCC approval, by **Biola Schools and Colleges Inc.**, Los Angeles, for \$1,150,000.

Pacific Southwest Airlines is headed by **J. Floyd Andrews**, president. **George A. Whitney**, formerly vice president and general manager of **KFMB-AM-FM-TV San Diego**, will head the airline's new broadcast division. **PSA** operates

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several resort hotels in addition to being a common carrier.

Mr. Whitney also said the airline was in the talking stage with other owners to purchase additional broadcast and CATV properties. "Our acquisitions are expected to be primarily in California," he added.

KBBI(FM) operates on 107.5 mc with 34 kw and an antenna 2,783 feet above average terrain. KBBW(FM) is on 102.9 mc with 50 kw and an antenna 185 feet above average terrain.

Inequities seen in FCC's new fees

Now under protest: charges for microwaves, cables, earth stations

NBC, a group of CATV operators and representatives of the common-carrier industry found separate flaws last week in the FCC's newly adopted fee schedule.

The network filed a petition seeking reconsideration of the grant fees for initial construction of earth stations in a satellite-communications system. NBC argued that, while the current flat \$50,000 fee for each earth station may be reasonable for complex international-type stations that may cost around \$5-million, it is unreasonable when applied to those required for a domestic satellite system, including receive-only terminals, configured for television-network program distribution." The latter may range in cost from \$50,000 to \$250,000.

Under the present schedule, NBC said, total grant fees for such a national network system would exceed \$5 million because the system would require over 100 terminals. It suggested either a charge of 2% of construction cost with a \$50,000 maximum or a flat fee of \$1,000 for each domestic-service earth station.

A joint petition by 200 CATV systems—including group operators Teleprompter Corp., Columbia Cable Systems Inc., LVO Cable Inc. and United Artists Theater Circuits Inc.—alleged that the fees applied to cable systems represent an attempt to burden the CATV industry with underwriting the cost of a regulatory scheme" to retard the growth of cable in order to protect broadcast television.

They said, despite a "trickle" of FCC decisions favoring CATV, the regulatory picture of the industry is still uncertain, and CATV operators have been "stymied" by the commission's strict regulatory approach in their attempts to service the top-100 markets. Most CATV rules benefit broadcasting, they stated, and this is evidenced by the fact

that CATV is not available to 90% of the population. The cable operators called on the commission first to finalize a regulatory approach to CATV, then to formulate a fair fee structure. To do otherwise, they said, would be to "put the cart before the horse."

The cable operators said they have over 500,000 subscribers and represent a cross section of the industry.

A group of 20 microwave companies (several of which are owned by Teleprompter) felt the fees are excessive in light of the services performed by the commission.

The fee for application for modification of microwave construction permits should be reduced from \$50 to \$25, they stated in their joint petition. They also suggested eliminating the \$150 fee for a CP grant except when the application is for modification of a CP which involves either new service or additional service to existing points of communication.

In addition, they felt that a 45-day period in which to pay CP grant fees is a burden to carriers who need the additional capital during the construction period. The grant fee should be due at the time the application for a license to cover the CP is filed.

Employment rules affect common carriers

Rules on equal-employment opportunity applicable to common carriers have been adopted by the FCC.

The new rules, similar to those adopted for broadcasters (BROADCASTING, May 25), take effect Sept. 18 and require common-carrier licensees or permittees to establish and carry out a "continuing program of equal opportunity" in every aspect of employment policy and practice.

Specifically, common carriers with 16 or more full-time employees must file statements of equal-employment programs within 90 days of the effective date. Changes in the programs are to be filed by April 1, 1971. In addition, common carriers must file by April 1 each year an employment report indicating whether any equal-employment complaints have been filed against the carrier and giving details. If the informa-

Merger plans dropped

Termination by mutual consent of negotiations between CBS and Donald Art Co., Port Chester, N.Y., for CBS's purchase of the publisher, printer and distributor of art production, has been announced. The price of the transaction, when first announced in January (BROADCASTING, Jan. 26), was \$16.9 million.

tion has been filed with the Equal Employment Opportunity Commission, it would not be necessary to file it with the FCC, but the EEOC filing must be noted.

Chairman Dean Burch and Commissioners Kenneth A. Cox, Nicholas Johnson and H. Rex Lee voted for the proposal; Commissioners Robert E. Lee and Robert Wells concurred. Commissioner Robert T. Bartley concurred in part and dissented in part, issuing a statement to be released later.

Second Memphis TV settles with blacks

WREC-TV meets demands for more Negro programs, more Negroes on staff

A group of blacks have now withdrawn two of the petitions they filed opposing the license renewals of three Memphis television stations over alleged discrimination in programing and employment practices.

The Coalition for Better Broadcasting last week dropped its opposition to WREC-TV Memphis after the station amended its renewal application with a policy statement embodying points acceptable to the coalition.

The coalition, which comprises eight black community organizations, had petitioned the FCC to deny the renewals of WREC-TV, WHBQ-TV and WMC-TV (BROADCASTING, July 13, 20). Last month the group reached an agreement with RKO General's WHBQ-TV. No agreement has yet been made with WMC-TV, owned by Scripps-Howard Broadcasting.

In its 18-point policy statement, WREC-TV, a Cowles station, committed itself to the "systematic inclusion of blacks on all locally produced programs." In addition, the station agreed to include coverage of the black community in its local newscasts and to take "affirmative action" in the training and employment of minority members. The policy statement included deadlines for achieving some of the goals.

In a letter to the commission last week announcing the agreement, Allen Black Jr., coalition leader and local field director of the Legal Defense and Education Fund of the National Association of Colored People, said that any "material variance" by WREC-TV from the policy statement would be regarded as a breach of license.

In addition to the legal defense fund, members of the Memphis coalition include Action Consolidated; Barbers Local 734; the Black Knights Inc.; the Co-Ettes Club Inc.; the NAACP's

Memphis branch; National Association of Radio and Television Announcers, and the Southern Christian Leadership Conference.

NBC sees dangers in crossownership ban

NBC last week urged the FCC to reconsider its rule barring crossownership of CATV's by networks or TV stations in the same community.

Disqualifying a network from future ownership of a business is "virtually unknown in American jurisprudence," the network said in its petition, adding that CATV's early stage of development—where the risks are great and the potential too uncertain—is not the time to deny ownership "by those whose natural interests in and history of innovations in communications may be the greatest."

NBC advised the commission to encourage as many different types of CATV participants as possible—particularly those with the necessary personnel, experience, resources and financial strength—to assure the fullest experimentation in and development of CATV. To require stations to divest themselves of cable or TV interests by Aug. 10, 1973, it added, is an "unfair sanction."

Media notes:

New affiliate ■ WHEC(AM) Rochester, N.Y., owned by Gannett Co., will return to CBS Radio Aug. 17. Station was affiliated with CBS from April 1930, to June 1968 when it went to ABC Radio's Information Network. ABC

plans to pick up another station in the Rochester market. WHEC operates on 1460 kc, 5 kw unlimited.

New agency formed ■ Bob Harris, former advertising, publicity and promotion manager with Metromedia's KLAC(AM) and KMET(FM) Los Angeles, has resigned to form Bob Harris Advertising-Public Relations. Agency offers full creative services, according to Mr. Harris, and lists KLAC and KMET among its clients. Address: 319 S. Citrus Avenue, Los Angeles 90036. Telephone (213) 938-3981.

Now in D.C. ■ L.J.N. duTrell & Associates Inc., New Orleans, consulting engineering firm, has opened a branch office in the Washington metropolitan area. Office will be headed by L.R. (Bob) duTrell. Address: 8823 Tuckerman Lane, Rockville, Md. 20854. Phone: (301) 299-3358.

Historic display ■ The Detroit Historical Museum will offer an exhibit, starting Aug. 20, honoring the initial radio transmission of WWJ(AM) there, 50 years ago to the day. The exhibit will include WWJ's original transmitting unit, a wireless exhibit and a Model T Ford police car with a mock hook-up of the first police car radio, used in 1923 to monitor WWJ's signal.

New PR house ■ Philadelphia PR executives J. Robert Holland and Lee A. Perlman have formed new agency, Holland-Perlman & Associates Inc. Firm will specialize in media contact but will also deal in medical, political, financial and corporate relations. Messrs. Holland and Perlman were

previously associated with Lewis & Gilman. Philadelphia. Address: 1601 Walnut Street, Suite 23, Philadelphia. Phone: (215) LO 3-2222.

FCC denies equal-time pitch

FCC Complaints and Compliance Chief William B. Ray has declined to settle an equal-time dispute concerning an employe of WOR(AM) New York. He said the matter should be resolved in "good faith" negotiations between the contesting parties.

The complaint against WOR was filed by Bella Abzug, Democratic candidate for Congress. Her opponent, Barry Farber, is a station personality, who runs a 45-minute interview show. Mrs. Abzug wanted equal time. The station offered to let her co-host program or conduct her own 45-minute show during the campaign, but Mrs. Abzug refused (BROADCASTING, Aug. 3).

Mrs. Abzug said she wanted her equal time in the form of spot announcements. WOR said that would be unfair, and turned her down.

Mr. Ray said the Farber show clearly creates equal-time responsibility, but that Mrs. Abzug's request for spots is unreasonable. He added, however, that WOR cannot arbitrarily limit her to 45-minute segments; other kinds of program time might be just as acceptable and more desirable from Mrs. Abzug's point of view, he said. The exact nature of her appearances on the station should be negotiated in good faith, Mr. Ray said.

International

Irish television switching to color

State-run commercial system will convert completely by 1974—despite tight money

Irish national television, still in its infancy compared to U.S. broadcasting, is taking its first steps into color TV—and the color uppermost in mind is the green tint of the pound note. The commercial (though state-run) Telefis Eireann plans five hours a week of color transmissions this fall.

With half its programing imported and most of that coming from U.S. suppliers, there should be no shortage of color product to fill those initial color hours. And 1974 is the target date for full conversion to color.

Telefis Eireann's first experiment with

color this spring was a huge success. RTE (Radio Telefis Eireann) televised a BBC commentary in color from Mexico City during the World Cup soccer finals. With little warning and no promise of future color transmissions, the Irish public responded by buying color receivers. One RTE spokesman estimates "2,000 color sets cropped up straight away."

While conversion to color is going to require capital outlays that will further strain an already overburdened financial situation, it may mean more money flowing into RTE coffers from license

fees. A license fee for color has not been set; color TV is too new to Ireland, but most countries requiring license fees from viewers elicit substantially more for color-set licenses.

RTE financing makes it one of the more unusual broadcast operations in the world. Despite its status as government-run and nonprofit, Radio Telefis Eireann is highly dependent on spot revenue. Licensing revenue from black-and-white receivers has stabilized at about 40% of RTE's income. Ireland recorded a set count of 443,000 last year, representing 64% of the 697,000 households in the country. Although the Radio Telefis Eireann authority raised the license fee in 1969, it still remains low and the limited population of Ireland remains an unalterable fact. Neither extraordinary prosperous nor populous, Ireland must support its TV op-

eration mainly through the sale of commercial time.

Telefis Eireann airs between three and four commercial minutes an hour, including 60-second spots and all the way down to five-second ID's. The record shows that RTE totaled net advertising revenue last year of 2,996,108 pounds, or \$7.16 million.

While this figure represents a 14% increase over 1968, last year was described as the most difficult since the television service began operating in 1961. The financial picture has shown no significant improvement in the first half of 1970. Reasons most often cited are payroll (RTE had its first strike last year), the levelling off of license fees, such technical improvements as RTE's new CATV operations, and of course the enormous capital outlay for converting to color. And ironically, RTE's color conversion comes at a time when the Irish broadcast authority is phasing out tobacco advertising, which contributed 13.7% of its TV ad revenue last year.

Despite the uncertain financial outlook, what appears to have clinched it for color conversion was the fact that Ireland won, last year, the Eurovision song contest. This victory entitled RTE to play host to the international songfest in the spring of 1971. The contest is televised by the European Broadcasting Union and will be seen by an estimated 500 million people throughout Western Europe, the Eastern bloc, the Mediterranean and the British Isles. Since many of the countries participating in the live link-up have advanced color systems, RTE will be required to offer its first major color transmission.

ABC Films sales abroad hit new high in 1970

ABC Films' international division has completed a record number of sales abroad during 1970, more than 600 transactions in more than 90 countries.

Colin Campbell, vice president of international sales for ABC Films, said the pace-setting program was *Mod Squad*, sold in 65 countries. Other series which have been sold at a steady pace, Mr. Campbell said, were *Ben Casey*, *The Invaders*, *N.Y.P.D.* and *Combat*.

He reported that five new programs that ABC Films has placed into overseas distribution for this fall are *The Most Deadly Game*, pre-sold in 11 countries; *The Silent Force*, pre-sold in six countries, and three new half-hour TV series: *Lancelot Link*, *The Reluctant Dragon* and *Mr. Toad*, and *The Jerry Lewis Show*. ABC Films also has released abroad the Prime II package of 15 feature films, which has been pre-sold in seven countries.

Open-door policy for pre-release

FCC permits CATV's to carry programs carried earlier in Canada

A ruling by the Canadian Radio-Television Commission limiting the amount of U.S. programming on all Canadian TV stations by the 1972-73 season has figured in a pair of FCC actions.

The FCC has ruled that cable systems near the Canadian border need not afford protection against the carriage of American programs by Canadian TV stations. Often such programming is aired on stations across the border before it is released in the U.S.

And, in another action, the FCC renewed CBS's authority to deliver radio and TV programs to Canadian stations.

In both cases the commission pointed out that the CRTC ruling would limit to 30% the amount of U.S. programming on Canadian TV's and that at least 60% of prime-time programming is to

Abroad in brief:

From Harlem to Abroad ■ ABC Films is placing into international distribution two one-hour TV musical programs, *Harlem Festival*, which feature solo performances by jazz, blues and "soul" entertainers. The programs were produced by Tulchin Productions, New York, and star Nina Simone, B. B. King, Herbie Mann and the Chambers Brothers, among others.

New plant ■ RCA has begun construction of a new \$1-million plant facility on Jersey Isle in the English Channel. The new structure, scheduled for completion by 1971, will provide larger and more modern quarters for RCA's European business in color-TV tape recorders and other technical equipment.

Overseas clients ■ TelCom Associates Inc., New York, program buying and marketing service for TV stations, has acquired six overseas clients. TelCom's international clients are DZTM-TV (ch. 5) Manila, P.I.; ch. 13 in Mexico City; ch. 11 in Guatemala; Televiscentro de Nicaragua; ch. 6 in Costa Rica and RPC-TV (ch. 4) in Panama.

BNU opens new offices ■ Benson Needham Univas, international advertising agency owned jointly by Needham, Harper & Steers, New York, S. H. Benson Ltd., London, and Univas/Havas Conseil, Paris, is opening a new office in Zurich, Switzerland, Univas Zurich, A. G., and another in Indonesia, Benson Djakarta.

consist of Canadian programming. The CRTC action may alter the current competitive relationships between U.S. and Canadian stations with common audiences, the FCC said. It added that the percentage of U.S. audiences tuned to Canadian stations will probably decrease as Canadian programming increases.

Eight TV stations had sought pre-release protection on CATV systems in Washington, New York, Vermont, North Dakota and Minnesota. However, the commission concluded that the problem was not significant and that whatever problem exists seems to be on the verge of elimination.

CBS proposed to deliver radio programs to Newradio Ltd., a Canadian corporation—which uses them in its Canadian-oriented news service—and to transmit programs to a Canadian syndication company. CBS also proposed to deliver TV entertainment and sports programs to Canadian Broadcasting Corp. or CTV Television Network Ltd., which would offer them to affiliates.

WBEN-TV Buffalo, N.Y., alleged that the practice gives Canadian TV's an unfair competitive advantage since U.S. audiences view prime-time programs on these stations first, resulting in a decline in WBEN-TV viewers.

The commission concluded that it would be concerned if the prerelease practice had this result, but added that available data did not indicate the practice had an adverse effect on WBEN-TV. Canadian TV stations receive only about 3% of the audience share in the Buffalo market, the FCC added, and there was no basis for attributing even this percentage to the prerelease practice.

The vote on both actions was 6-to-1 with Commissioner Kenneth A. Cox dissenting and preparing a statement to be released later.

'Black Journal' opens Ethiopian bureau

Black Journal, National Educational Television's monthly program about black Americans, has established a permanent bureau in Addis Ababa, Ethiopia, for production of films about Africa. Heading the bureau is Horace Jenkins, *Black Journal* producer.

The show will devote one segment a month to information about Africa, with the films also made available to African nations for use on TV.

"We, as Africans in America, need to see the positive side of Africa so that we can develop a much-needed psychological identity with Africa to develop our roots of identification," commented Tony Brown, executive producer of *Black Journal*.

Fuqua suffers six-month dip

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported a slight increase in net sales and other income but a large decline in net income for the six months ended June 30. J. B. Fuqua, chairman, noted, however, "the comparison with last year's second quarter looks much worse than our actual operating results because of two unusually large profit items occurring in 1969."

In spite of the teamsters' strike in Chicago which caused "a severe profit drop," Mr. Fuqua said sales of most of the company's products and services are "holding up very well considering economic conditions."

For the six months ended June 30:

	1970	1969
Earned per share	\$0.34	\$0.94
Net sales and other income	152,250,000	151,637,000
Net income	2,305,000	5,959,000
Average shares outstanding	1.22	1.69
Cash flow		

Notes: 1969 figures restated to include pooling of interests and year end adjustments applicable to first half of 1969. Earnings per share restated to include addition common equivalent shares. 1969 net income figures include extraordinary loss of \$57,000.

Company reports:

Liberty Corp., Greenville, S.C., diversified holding company with broadcast interests, has reported a \$300,000 gain in net earnings for the first half of 1970—in what one spokesman called "a tight year"—compared to the same period last year. Net earnings were listed at \$3.5 million or 50 cents a share.

For the six months ended June 30:

	1970	1969
Earned per share	\$0.50	\$0.46
Revenues	45,885,000	40,518,000
Net Income	3,500,000	3,200,000

Norton Simon Inc., New York, diversified conglomerate whose interests include Talent Associates Inc., reported record earnings and sales for the fiscal year ended June 30. David J. Mahoney, chairman, chief executive officer and president, credited the successful introduction of several new food products, efficient operations of two subsidiaries, Glass Container Corp. and Canada Dry Corp., and the sale of Plimpton Press which improved the position of McCall printing. The firm also declared the regular 2½% common stock dividend payable Sept. 30 to stockholders of record Sept. 9.

	1970	1969
Earned per share	\$2.46	\$2.10
Revenues	1,406,031,000	966,645,000
Net income	36,787,000	31,621,000
Shares outstanding	11,138,000	11,121,000

Note: Earnings before dilution were \$2.87 per share in 1970 and \$2.34 per share in 1969.

Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported net sales for the quarter ended June 30 of \$19,421,346, 16% below the \$23,064,343 reported in the similar quarter last year.

E. A. Carter, chairman, noted that despite the company's current position and the continuing sluggish economy, the firm's financial position remains strong.

For the first six months ended June 30:

	1970	1969
Earned per share	—	\$0.55
Revenues	\$38,409,119	46,161,988
Net Income	160,360	1,082,602

Publishers Co., Washington-based printer, publisher and broadcaster, reported increases of 36.5% in sales and 19.3% in after tax earnings for the six months ended June 30, compared to the same

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period last year.

Charles W. Lockyer, president, noted increases were after "absorbing heavy increased interest, administrative and labor costs," together with a trucking strike in Chicago and St. Louis "which greatly hampered our printing operations and limited the second quarter profits in both cities."

For the six months ended June 30:

	1970	1969
Earned per share	\$0.36	\$0.30
Net sales	26,105,611	19,127,690
Net income	641,613	537,703
Average shares outstanding	1,683,012	1,683,012

Note: 1969 figures restated for comparative purposes.

J. Walter Thompson Co., New York

advertising agency, reported increased worldwide billings of \$191,000,000 for the second quarter ended June 30, compared to \$188,000,000 for a similar period last year.

Dan Seymour, president, said the increases "reflect modest decreases in U.S. billings, which were more than offset by increases in billings in overseas offices."

For the six months ended June 30:

	1970	1969
Earned per share	\$1.20	\$1.30
Gross billings	364,000,000	349,000,000
Net income	3,315,000	3,133,000
Average shares outstanding	2,767,465	2,386,132

Wrather Corp., Beverly Hills, Calif., di-

verified entertainment and communications company, reported increased revenues and net income for the six months ended June 30.

Jack Wrather, chairman and president, attributed successful results to significant increases in business at firm's Disneyland hotel and to "fine results" by Muzak division.

For the six months ended June 30:

	1970	1969
Earned per share	\$0.27	\$0.27
Revenues	12,540,040	9,797,164
Net income	600,624	492,151
Average shares outstanding	2,202,389	1,827,349

Note: 1969 figures restated to give effect to year-end adjustments.

The Broadcasting stock index

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

	Stock symbol	Ex-change	Closing August 13	Closing August 6	Closing July 30	1970		Approx-Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
Broadcasting										
ABC	ABC	N	22½	23¼	23	39¼	19¾	7,073	162,679	
ASI Communications		O	2¼	2¼	2¼	7	2½	1,789	4,920	
Capital Cities	CCB	N	21½	23¼	23¾	36½	19½	6,061	141,646	
CBS	CBS	N	25½	26¼	27½	49½	24½	26,512	729,080	
Corinthian	CRB	N	24	26½	26½	33½	19¾	3,384	93,466	
Cox	COX	N	13½	13½	13¾	24½	10¼	5,789	77,399	
Gross Telecasting	GGG	A	9¾	9¾	10¼	17¼	9¾	803	8,632	
Metromedia	MET	N	12¼	14¾	14¾	22¾	9¾	5,733	82,383	
Pacific & Southern		O	9¼	9½	8½	23	7½	1,636	13,906	
Rahall Communications		O	6	6	6	16½	6	1,040	6,240	
Reeves Telecom	RBT	A	3¾	3¾	3¾	15¾	2	2,288	7,139	
Scripps-Howard		O	12¼	16¼	17½	24	15½	2,589	45,308	
Sonderling	SDB	A	16¾	17¾	18¼	34½	10¼	991	18,581	
Starr Broadcasting	SBG	M	8¾	9	10	18	7¾	461	4,610	
Taft	TFB	N	17¾	19¾	19½	29¾	13¾	3,712	7,238	
								Total	69,861	\$ 1,403,227
Broadcasting with other major interests										
Avco	AV	N	9¼	10¼	10¼	25¼	9¼	11,469	117,557	
Bartell Media	BMC	A	5¾	5½	5½	14	3¼	2,254	11,540	
Boston Herald-Traveler		O	27½	27½	27	43	25	574	15,498	
Chris-Craft	CCN	N	5¼	5½	5½	11½	4¾	3,660	20,130	
Combined Communications		O	6½	6	6¼	16½	6	1,938	12,113	
Cowles Communications	CWL	N	3½	3¾	3¾	10¾	3½	3,969	14,368	
Fuqua	FOA	N	7¾	9	9¼	31¾	9	6,190	57,258	
Gannett	GCI	N	22¼	23	23	29½	18½	7,117	163,791	
General Tire	GY	N	15½	16¾	17¼	20¾	12¾	18,434	317,987	
Gray Communications		O	4	4	4	7¾	4	475	1,900	
Lamb Communications		O	2½	2¾	2¾	6	2½	2,650	7,288	
Lee Enterprises	LNT	A	12½	14½	14½	20¼	12	1,957	27,633	
Liberty Corp.	LC	N	15	15½	15	21¾	13	6,744	101,160	
LIN		O	4¾	3¾	5¼	11	3½	2,244	12,903	
Meredith Corp.	MDP	N	20	19¾	20	44¾	18	2,779	55,580	
Outlet Co.	OTU	N	12	10¾	10¾	17¾	10	1,342	14,427	
Plough Inc.	PLO	N	59	60¾	66¼	85	55	6,880	455,800	
Post Corp.		O	9	9¼	9½	17½	8	713	6,774	
Ridder Publications		O	13	13¾	13¾	22	9½	6,217	84,676	
Rollins	ROL	N	24¾	25¾	25¼	40¾	19¾	8,034	206,876	
Rust Craft	RUS	A	19¼	19	18¼	32¼	18½	1,159	21,731	
Storer	SBK	N	17½	18	16½	30¾	14	4,223	69,680	
Time Inc.	TL	N	32¾	32¾	36	43½	25½	7,257	261,252	
Trans-National Comm.		O	¾	¾	¾	4½	¾	1,000	870	
Turner Communications		O	3	3	3	8¼	2¾	1,328	3,984	
Wometco	WOM	N	17¼	18½	17¾	20¼	13¾	5,817	102,496	
								Total	116,434	\$ 2,165,272
CATV										
Ameco	ACO	A	4¾	4¾	5¼	16	4½	1,200	6,300	
American TV & Comm.		O	12¼	12¼	12½	22¼	10¾	1,775	21,744	
Cablecom-General	CCG	A	8¾	9¾	10½	23¾	7¾	1,605	16,243	
Cable Information Systems		O	2¼	3	3	2¼	¾	955	2,865	
Citizens Finance Corp.	CPN	A	11	11½	10¾	17½	9¾	994	10,308	
Columbia Cable		O	7¼	7¼	7	15½	6¾	900	6,750	
Communications Properties		O	6½	6½	6½	10½	6	644	4,186	
Cox Cable Communications		O	12	13½	13¼	24	12	3,550	48,813	
Cypress Communications		O	7½	7¼	7¼	17¼	7½	1,887	14,624	
Entron	ENT	A	3	3¾	3	8¾	2¾	1,320	3,960	
General Instrument Corp.	GRL	N	13	14¼	15	30¾	11½	6,250	93,750	
H & B American	HBA	A	16¾	18¾	18½	30¾	12¾	5,283	97,736	
Sterling Communications		O	5	5	4½	7¼	5	1,100	4,950	
Tele-Communications		O	9	9	9½	20¼	9	2,704	25,688	
Teleprompter	TP	A	56¾	64¾	69	133½	46	1,161	4,433	
Television Communications		O	6	6¼	6¼	18¼	5½	2,816	17,600	
Vikoa	VIK	A	6¾	8½	8	27½	6¾	2,228	17,824	
								Total	36,372	\$ 397,774

Financial notes:

■ MCA Technology Inc., subsidiary of MCA Inc., Universal City, Calif., has acquired from Universal Data Acquisition Corp., Houston, for an undisclosed amount of stock, UDAC's product lines in tape decks and data entry service. MCA Technology manufacturers high-speed magnetic tape duplicating equipment, video products and magnetic heads for the entertainment and computer industries.

■ Viewlex Inc., Holbrook, N.Y., has announced agreement with RCA to purchase for \$5 million RCA's 16-mm

motion picture projector product line designed primarily for educational and training use. Agreement does not include RCA's TV broadcast station 16-mm projectors, manufactured, marketed and serviced by RCA.

■ General Telephone & Electronics Corp., New York-based parent company of Sylvania Electric Products Inc., reported its principal international subsidiary has acquired Empire-Industria Nacional de Radeo e Televisao S.A., privately held Brazilian television and radio set manufacturer, for an undisclosed price. Brazilian firm had sales

exceeding \$7.5 million in 1969 and has headquarters and plant in Sao Paulo. GT & E has two operations in Sao Paulo, one making television picture tubes and lighting products and another supplying telecommunications equipment and systems.

■ Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, has declared a regular quarterly dividend of 10 cents per share, payable Sept. 30 to stockholders of record Sept. 1.

■ Post Corp., Appleton, Wis., publisher and group broadcaster, has declared a

	Stock symbol	Ex-change	Closing August 13	Closing August 6	Closing July 30	High	1970 Low	Approx-Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	9%	9%	10%	31½	8%	5,942	60,133
Disney	DIS	N	92½	100%	107	158	96½	5,133	549,231
Filmways	FWY	A	6%	7	6%	18½	6%	1,700	11,679
Four Star International	O		1%	2¼	2½	4	1½	666	1,665
Gulf & Western	GW	N	11%	12%	12%	20%	9½	15,362	193,868
Kinney National	KNS	N	21%	24%	25	36	21	9,067	226,675
MCA	MCA	N	13%	13%	14	25%	11%	8,195	114,730
MGM	MGM	N	12%	14%	15%	29%	12%	5,843	92,027
Music Makers Group	O		3	3	3¼	9	3	589	1,914
National General	NGC	N	12%	14%	14%	20%	9	4,910	70,556
Transamerica	TA	N	12%	13%	13½	26%	11%	63,630	859,005
20th Century-Fox	TF	N	7%	8%	7%	20½	6	8,562	67,383
Walter Reade Organization	O		3	3¼	3¼	13½	3	2,312	7,514
Wrather Corp.	WCO	A	5%	6%	6%	10%	4%	2,211	14,637
							Total	134,122	\$ 2,271,017
Service									
John Blair	BJ	N	12%	13	13%	23½	10%	2,605	34,178
Comsat	CQ	N	36½	37%	39½	57%	25	10,000	395,000
Creative Management	O		7%	7¼	8	14½	4½	1,075	8,600
Doyle Dane Bernbach	O		14%	14%	13%	24½	14	1,924	26,455
Foote, Cone & Belding	FCB	N	7½	8	8%	12%	7¼	2,167	18,680
Grey Advertising	O		7½	7½	7%	13½	6%	1,207	9,354
LaRoche, McCaffrey & McCall	O		9%	10	10½	17	9%	585	6,143
MovieLab	MOV	A	2%	2¼	2½	7½	2	1,407	2,983
MPO Videoelectronics	MPO	A	5%	6	6%	9%	4%	558	3,627
Nielsen	O		30½	32½	34½	42	26½	5,299	182,816
Ogilvy & Mather	O		16%	17%	18%	22%	15	1,096	20,002
PKL Co.	PKL	A	3%	2%	2%	12%	2%	740	1,939
J. Walter Thompson	JWT	N	22%	23%	25	36	22%	2,773	69,325
Wells, Rich, Greene	WRG	A	5%	6	6%	8%	5%	1,581	10,671
							Total	33,017	\$ 789,773
Manufacturing									
Admiral	ADL	N	6½	6%	7½	14%	6½	5,158	38,685
Ampex	APX	N	13½	14½	15%	48½	13%	10,846	166,307
CCA Electronics	O		1%	1%	2%	5	1½	800	1,800
Collins Radio	CRI	N	10%	11%	11%	37%	9	2,968	34,488
Computer Equipment	CEC	A	3%	3%	4%	12%	3½	2,406	10,514
Conrac	CAX	N	12	12%	12	32%	11	1,254	15,048
General Electric	GE	N	73½	75%	77%	77%	60%	90,884	7,008,974
Harris-InterType	HI	N	41%	42½	42	75	36%	6,357	266,994
Magnovox	MAG	N	28½	29	31	38%	22%	16,401	508,431
3M	MMM	N	79%	80%	80%	114%	71	56,058	4,526,684
Motorola	MOT	N	38%	39%	39%	47½	31	13,334	531,627
RCA	RCA	N	22%	22%	23%	34%	18%	66,926	1,564,060
Reeves Industries	RSC	A	2%	5%	3	5%	2½	3,446	10,338
Telemation	O		9%	10	9%	24	9	1,080	10,530
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	63%	66%	66	69%	53%	39,685	2,619,210
Zenith Radio	ZE	N	31%	31%	30%	37%	22%	19,020	587,147
							Total	337,980	\$17,903,035
							Grand total	727,786	\$25,036,348
Standard & Poor Industrial Average			81.75	84.51	85.67				

N-New York Exchange
A-American Stock Exchange
M-Midwest 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.
† Trading suspended July 16 by American Stock Exchange.

regular quarterly dividend of 4 cents per share, payable Aug. 20 to shareholders of record Aug. 10.

■ RCA Corp. directors approved agreement in principle to merge Cushman & Wakefield, a New York-based commercial real-estate firm into RCA. Both firms' directors have now approved the merger, valued as of trading in the middle of the week at about \$27.5 million. When first announced in June, price tag of the transaction was placed at \$25.6 million (BROADCASTING, July 6).

■ Scripps-Howard Newspapers last week announced agreement to buy Cowles Communications Inc.'s *San Juan* (Puerto Rico) *Star* for \$9,750,000. Early last month Capital Cities Broadcasting Corp. tentatively agreed to pay Cowles the same amount for the English-language daily, but the transaction

subsequently was called off (BROADCASTING, July 6). When completed, the agreement will add an 18th daily to the Scripps-Howard chain. Scripps-Howard Newspapers is owned by E. W. Scripps Co., majority owner of Scripps-Howard Broadcasting Co.

■ Warner Bros. Records Inc., Burbank, Calif.-based subsidiary of Kinney National Service Inc., and the stereo tapes division of Ampex Corp., Culver City, Calif. have completed an arrangement whereby Ampex will handle manufacturing and distribution of all Warner Bros. 8-track and cassette products. Mo Ostin, president of Warner Bros. Records, announced the agreement, but did not disclose financial arrangements.

■ A. C. Nielsen Co., Chicago, has declared a quarterly dividend of 12 cents per share of common stock payable

Aug. 1, to stockholders of record July 8.

■ Television Communications Corp., New York, owner of cable systems and of broadcast stations, expects to report a lowering of earnings for the fiscal year ended last July 31 to about five cents a share, compared with 23 cents a share in the previous year. The company said the anticipated decline was attributable mainly to a decision to discontinue the development of a low-light level camera intended for use by its TeleVigil subsidiary (surveillance equipment).

■ CCA Electronics Corp., diversified manufacturer of broadcast equipment, reported sales of broadcast equipment totalled \$1 million during June and July. Bernard Wise, president, said sales, which exclude income from firm's subsidiaries, were at record level for any two-month period in company's history.

Programming

CBS warbles ASCAP's tune

It offers to pay over \$300,000 a month while court settles per-use license dispute

CBS-TV, whose officials had insisted they would not agree to pay ASCAP \$360,000 a month—\$4.32 million a year—in interim fees for the use of ASCAP music, reversed its position last week.

The agreement, between CBS and the American Society of Composers, Authors and Publishers, was incorporated in an order signed Monday (Aug. 10) by Judge Sylvester J. Ryan of the U.S. District Court for the Southern District of New York.

The agreement and order gave CBS an out, however: It stipulated that either CBS or ASCAP could terminate the deal on 30 days' notice.

The \$360,000-a-month interim rate is the same that NBC-TV agreed to earlier (BROADCASTING, July 20). The interim rates cover the use of ASCAP music while new ASCAP license terms are being litigated or negotiated, a process that usually takes years.

The ASCAP interim rate was only one part of a big package of music-license litigation that includes a suit by CBS-TV demanding that ASCAP and its major competitor, Broadcast Music Inc., grant licenses under which CBS-TV would pay for music on a per-use rather than the traditional percentage-of-time-sales basis; demands by

NBC-TV that both ASCAP and BMI grant it limited licenses covering only specified compositions rather than all music in the two repertoires; a demand by BMI that CBS-TV be forced to pay it 70% as much as CBS-TV pays ASCAP on an interim basis; a counteroffer by CBS-TV to BMI, and an action by ASCAP seeking to put CBS and NBC virtually out of the TV business.

CBS-TV had insisted repeatedly that it would not accept an ASCAP interim rate as high as \$360,000 a month (BROADCASTING, July 13, et seq.).

CBS counsel had also said that if the court approved their counteroffer to BMI—to pay BMI interim rates on a per-use basis equalling the amount BMI pays its affiliates for CBS-TV's use of the same music—they would withdraw from the ASCAP interim-rate proceeding and attempt to work out a similar interim per-use deal with ASCAP (BROADCASTING, July 20).

In addition, CBS counsel had said that the "only" circumstance in which CBS would accept an interim blanket rate from ASCAP would be the court's denial of CBS's offer of interim per-use rates to BMI. This assertion led to speculation last week that in accepting the \$360,000-a-month interim rate, CBS-TV was anticipating denial of its

per-use counteroffer to BMI, which has strenuously opposed it.

That issue is not before Judge Ryan but before Judge Morris E. Lasker, also of the U.S. Southern District Court in New York, who has been assigned to try the CBS per-use suit against both ASCAP and BMI.

Judge Lasker has not ruled on BMI's 70% motion and CBS's per-use counteroffer, although he had expected to do so by the first of August (BROADCASTING, July 13).

Validity of the speculation that CBS authorities thought Judge Lasker might deny the per-use offer could not be confirmed. Sources said last Monday's session before Judge Ryan on ASCAP's interim-rate bid had been set weeks ago and that if Judge Lasker had ruled before that time on the per-use question CBS would have responded appropriately but that, considering all the circumstances, \$360,000 as an interim rate seemed "reasonable," particularly since ASCAP was demanding more.

Officials said they still considered \$360,000 a month too much to pay for ASCAP music except on an interim basis and with cancellation rights.

The 30-day cancellation provision, it was emphasized, could be invoked if Judge Lasker grants interim BMI rates

on a per-use basis, and CBS could then start negotiating for interim per-use rates with ASCAP. CBS counsel have acknowledged that this tack, if it failed, could result in massive infringement suits by ASCAP, but they said they were willing to take that risk if Judge Lasker established the per-use precedent in the BMI case.

While Judge Lasker has been assigned to try CBS's per-use suit, which was brought under the antitrust laws, Judge Ryan presides over cases involving ASCAP's consent decree, under which the ASCAP/CBS interim-free issue was raised.

The hearing before Judge Ryan last Monday was held in San Juan, P.R., where he is temporarily presiding.

ABC-TV is not involved in the controversy because, according to statements made by ASCAP counsel in earlier court proceedings, ASCAP and ABC are trying to negotiate a new contract based on the traditional blanket-license, percentage-of-time sales basis, whereas both CBS-TV and NBC-TV are seeking forms of license never granted before.

Noncommercial TV gives doves time

Senators against war will use 40 minutes opposing Nixon policy

National Educational Television officials last week announced that 14 antiwar senators had accepted a NET offer of 40 minutes of free time—starting at 9 p.m. (EDT) Monday, Aug. 24—to oppose President Nixon's Indochina policies and support the Amendment to End the War. The same senators have asked the FCC to force commercial networks to provide time for their views.

The NET program will be followed by a 20-minute analysis, and will be offered to some 200 stations, NET spokesmen said last week. The exact number of stations carrying the broadcast will not be known until air time. The offer to the senators, first made by NET's president, James Day, on July 23, was accepted by Senator Harold Hughes (D-Iowa) on behalf of his colleagues on Aug. 8, NET reported. The senators will be responsible for producing the program and will bear production costs.

The official NET announcement explained that, since NET had no nightly broadcast, officials felt it only fair that the antiwar spokesmen had their say. The senators earlier had been rebuffed by the commercial networks, which

claimed that all sides of the issue had been explored on their regular newscasts.

The antiwar senators also considered submitting the program—which has not yet been produced—to individual commercial stations for airing, but the tight time factor proved too large an obstacle. A senate aide said that negotiations with individual commercial stations could not have been completed before the Senate considered the Amendment to End the War.

The NET program is timed to fall just before Senate consideration of that amendment, which would cut off war spending after the close of the fiscal year. Senate action may come the week of Aug. 24 or be postponed until early September—after the Labor Day recess.

The final format of the NET program, which will be coordinated by Senator Alan Cranston (D-Calif.) and staff, has not been arranged. A Cranston aide said, however, that strong consideration was being given to a series of short segments—each featuring an ordinary citizen—which would present a doctor's or housewife's or businessman's views favoring the amendment. It is unlikely that any professional talent will be used.

Production costs are expected to be relatively low, probably not exceeding \$20,000. Free production support will be given by Advertising People against the War, the group of New York advertising people who also produced the antiwar senator's spot campaign, widely distributed to stations across the country. The NET program will be produced by Bob Colodzin, executive director of the advertising group.

The antiwar senators plan to cover any remaining production costs with funds remaining from the senators' successful half-hour fund-raising program on NBC-TV in May which reportedly brought in close to \$500,000 in donations.

The NET broadcast comes only a few weeks before NET is to be dissolved and consolidated with WNDT (TV) New York into the Educational Broadcasting Corp. with Mr. Day as president (BROADCASTING, July 6).

Daytime shuffle at ABC-TV

ABC-TV is changing its daytime schedule effective Monday, Sept. 28, in a move said to be aimed at strengthening the beginning portion of the schedule. Repeats of *Bewitched*, currently telecast at 11 a.m., will move to the noon-time slot, replacing *The Best of Everything*, which will have its final airing on Friday, Sept. 25. The 11-11:30 a.m. period will be returned to affiliates for local programming. *That Girl* will continue at 11:30 a.m.

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Fortune is fickle for broadcast bill

It sails through House on one-sided vote, then runs into difficulty over date

The political broadcasting bill (HR 18434) came out of the House last week smelling like a rose but fell into the thorns during the House-Senate conference that followed.

The House measure, which would place a ceiling on campaign spending for broadcast time and limits on the rate at which time could be sold to



Senator Pastore

candidates, passed the House intact last Tuesday 272 to 97 with strong bipartisan support—only to be endangered by a gaping partisan rift in the ensuing House-Senate conference committee. The split developed over the bill's effective date. The conference committee sessions were held to iron out differences between the House-passed bill and the Senate version, passed by that body April 14.

The conferees—five from each chamber—adopted the House bill provisions with one glaring exception. The Jan. 1, 1971, effective date in the House bill, which would have had no bearing on the upcoming round of general elections, was scuttled in favor of the Senate bill date—which goes in force 30 days after it becomes law.

The conference committee vote, which makes the bill limitations applicable to the upcoming November elections, divided exactly along party lines with Democrats from both houses voting for the date change and all Republicans dissenting. House conferees were Representatives Torbert Macdonald (D-Mass.), Harley Staggers (D-W.Va.), Lionel Van Deerlin (D-Calif.), James Broyhill (R-N.C.) and William Springer (R-Ill.) and for the Senate, Senators John Pastore (D-R.I.), Warren Magnuson (D-Wash.), Vance Hartke (D-Ind.), Hugh Scott (R-Pa.) and Howard Baker (R-Tenn.).

The new effective date for the enforcement of the bill, which would be applied to upcoming general elections but not to primaries, was modified to suspend the spending limitations for candidates who, by Aug. 12 had written contracts with licensees in excess of

the bill's 7-cents-per-vote or \$20,000 limitations. The spending limitations in that case would also be lifted for every candidate for that office in the race, and would allow each candidate to spend the same total amount.

The effective date, the hottest political item in the bill, has been a particularly sore spot with Democrats, according to House Commerce Committee sources, who felt that applying the bill to the 1970 round of elections would help equalize the spending advantages more prosperous Republicans might hold over less well-heeled Democratic opponents.

By contrast, a large measure of Republican support for the bill was based, Republican House and Senate members say, on the effective date remaining



Representative Macdonald

No time is lost on prime-time appeals

CBS and WCAX-TV both file court suit in New York while others consider same move

Broadcasters were moving quickly last week to initiate appeals from FCC's denial of petitions for reconsideration of its prime-time access rule.

CBS filed formal notice of appeal in the U.S. Second Circuit Court of Appeals in New York within hours—if not minutes—after the commission announced its denial on Aug. 7 (BROADCASTING, Aug. 10).

Even so, authorities said, WCAX-TV Burlington, Vt., had gotten there first with its own appeal notice.

NBC officials said last week they also

will appeal the decision. The rule would not only limit major-market TV stations to no more than three hours of network programming between 7 and 11 p.m., but would also bar networks from acquiring subsidiary rights or interests in independently produced programs and divest them of their domestic syndication operations (BROADCASTING, May 11, et seq.)

Some major production companies, such as MCA-TV and Warner Bros. Television, which had also opposed the three-hour rule, were reported consider-

ing joining in the appeals. So was Time-Life Broadcast, one of many station groups that opposed the rule. No announcement has been made by any of the network-affiliate groups as to whether they will appeal the commission action.

One original critic that was not unhappy with the outcome, however, was Hughes Television Network. HTN had opposed the original version on grounds that Hughes would have been subject to—and its potential for growth limited by—the same programming restrictions

Jan. 1, 1971. Senator Hugh Scott blasted the action as a "frantic effort by the Democrats to save some of their candidates."

"They're trying to pull a fast one," the senator told newsmen after emerging from the final conference committee session. "They're changing rules in the middle of the game." He vowed to oppose the measure on the Senate floor.

The conference report, which incorporates the date change, must pass back through both House and Senate and, undoubtedly, will encounter much rougher going with Republicans in both houses banding together to do battle with the compromise measure. The House, which was to begin its Labor Day recess Thursday, tentatively scheduled consideration of the conference report for Friday. Defeat of the conference report would, in effect, kill the bill.

The measure, if it survives, would: repeal the equal-opportunities provision of the Communications Act with respect to candidates for the office of President and Vice President; require that broadcast charges for any legally qualified candidate for public office not exceed the lowest unit charge of the station to commercial advertisers for the same amount of time in the same time period; restrict spending limitations for general elections for the office of President and Vice President, and for both the general and primary election for senators, representatives, governors and lieutenant governors. The limitation for the general election would be \$20,000 or 7 cents per vote cast in the last election, whichever is greater. The limit for primaries would be exactly half that amount.

imposed upon the major networks. But Hughes officials said last week that the definitions had been changed "to let us out" and that they were pleased with the result.

Network is defined in the new rules as applying to an entity offering interconnected program service on a regular basis for at least 15 hours weekly to 25 or more affiliated television licensees in 10 or more states and/or any entity controlling, controlled by or under common control with such an entity.

CBS and WCAX-TV presumably moved so quickly in getting their appeal notices on record not merely to let it be known they intended to appeal but also to establish the appeals court in New York as the one in which the appeals will be heard. Legal sources said that traditionally when a court has been established for a given proceeding, it becomes the court for all matters related

to that proceeding.

NBC is expected to appeal all three phases of the rule—limitation on prime-time access, prohibition against networks acquiring interests in independently produced programs and eviction of networks from domestic syndication—just as it did, in considerable detail, in its petition for reconsideration (BROADCASTING, June 15).

CBS also filed detailed arguments against all phases of the rule at the same time NBC did, but it was not clear last week whether—or with what degree of intensity—CBS would argue against the network-syndication ban in its appeal.

Since filing its petition for reconsideration, CBS has announced plans to spin off its syndication operations, along with its domestic cable-TV systems, to a publicly held company whose stock will be held, at the outset, by CBS stockholders (BROADCASTING, July 6, cf seq).

One argument that is expected to be pressed by appellants is that the prime-time access limitation in the rule was adopted without ever having been designated as an issue on which evidence was submitted.

The three-hour limit stemmed from a Westinghouse Broadcasting Co. proposal that the commission adopted virtually intact.

The three-hour limitation in particular has been widely opposed by stations and production companies on grounds that substitute programming of network quality would cost beyond the means of most stations and that instead of opening up new opportunities for producers/syndicators, the rule in practice would restrict them by curtailing their access to network schedules.

ABC alone among the networks took the position that it could live with the new rule—an acquiescence in which it was roundly opposed by the ABC-TV Affiliates Association.

The commission, in denying petitions for reconsideration, said it had not been persuaded to change its view that the new rule will provide substantial benefit to the public by opening up prime evening hours to nonnetwork program sources.

It said that broadcasting should be composed of competitive commercial ventures based on private enterprise and that development and growth should depend on individual initiative and responsibility.

"The result of our prime-time access rule," the commission added, "will be to make available for competition among existing and potential program producers, both at the local and national levels, an arena of more adequate competition for the custom and favor of broadcasters and advertisers."

The pay-TV battle: Will it never end?

Film industry wants FCC rules relaxed; AMST says they should include cable

The FCC's "antisiphoning" rules for pay and cable television are continuing to stir up controversy. The Association of Maximum Service Telecasters has asked the commission to strengthen the provisions; the Motion Picture Association of America has alleged that the reasoning behind the rules is fallacious.

The antisiphoning rules prohibit pay-TV or CATV origination of certain sports events and feature films and all series-type programs.

In a petition for reconsideration of the rules, AMST pointed out the provisions for CATV applied only when origination involves per-program or per-channel charges in addition to subscriber fees. The rules should apply to all CATV originations, AMST said. "In short, CATV originations are pay television," it said, "... and it is absolutely irrelevant that CATV may or may not ... separately state the charges for originations."

The present rules specify sports events may not be shown live on pay or cable TV if they have been telecast live on a regular basis on free TV during the two years preceding their proposed subscription telecast. A proposed amendment would increase the embargo to five years. However, AMST said the rules should prohibit CATV's from live or recorded carriage of sports within a week of their occurrence if they were broadcast on a regular basis by free TV during any of the preceding three years or if events of the same sport not involving the same colleges or high schools are presently being carried on free TV.

AMST also suggested prohibiting origination of motion pictures which had been released to theaters for more than a one-year period. The present embargo is two years. It added there is "no reason to permit CATV originations to consist of up to 90 per cent feature films and sports."

The MPAA and nine of its 72 members (including Metro-Goldwyn-Mayer, Twentieth Century-Fox, Warner Brothers and United Artists) alleged the commission has adopted its "restrictive" pay-cable program rules on the assumption that a free and open market, from which stations and pay-cable systems may obtain programming, is against the public interest and constitutes a threat to television.

The joint petition for reconsideration said the real threat is that the public will be deprived of a "viable pay-cable

industry" because it could not exist on the "meager fare" available to it under the present rules.

The petitioners said the rules "will abort in its infancy pay-cable which, together with the television industry, could bring to the public a diversity of quality programing not presently available to it." They pointed out that the film industry is now compelled to cut production budgets, reducing the quantity and quality of films. Pay-cable, they said, could provide a new outlet for family-oriented motion pictures which under present circumstances cannot be produced profitably for theaters and television alone.

'Time' story on firing elicits wrath of WJXT

Post-Newsweek's WJXT(TV) Jacksonville, Fla. last week asked *Time* magazine for "prompt and complete retraction" of a story in *Time's* Aug. 17 issue concerning the station's dismissal of an investigative reporter.

According to the article, the station hired Charley Thompson—a former Memphis newspaper reporter—and assigned him to its "pollution beat," advising him that "we have no sacred cows here." Mr. Thompson produced a series of documentaries identifying several local industry leaders and government officials as pollution villains.

The *Time* story says Mr. Thompson was "fired for doing his job too well" after antagonistic reaction set in. Among other things, James T. Lynagh, vice president and general manager of WJXT, was reportedly dropped from the Rotary Club and the station's "ad director sarcastically offered [Mr. Thompson] a list of WJXT's customers 'so I could hit them systematically instead of one by one.'"

In a letter to *Time's* managing editor—which included a "point-by-point refutation of the charges and insinuations" contained in the article—Mr. Lynagh defended the station's record of "courageously and forthrightly dealing with the most basic and most sensitive problems in its community" and its "commitment to first-rate journalism."

Mr. Lynagh charged that at no time had the *Time* reporter consulted with WJXT on the circumstances surrounding Mr. Thompson's dismissal. "Crusading zeal is an important attribute for a news medium, and for a young reporter. Equally important . . . are judgment, perspective, and balance. WJXT requires all of these from its investigative reporters," Mr. Thompson noted.

"It's obvious to us that *Time* visited the marketplace of sloppy reporting and bought a bunch of sour grapes," he added.

Senators seek more coverage of POW's

But all three networks say the subject has been fully aired

Two U.S. senators have called for network production of specials highlighting the plight of American prisoners of war in Southeast Asia—as seen through the eyes of former prisoners, and friends and families of POW's still held captive.

Senators Edward W. Brooke (R-Mass.) and Robert C. Byrd (D-W.Va.) said last week that if the three major networks would bring attention to the POW problem over nationwide TV "we believe the expressions of outrage on the part of Americans, and indeed, the people of the world, would be sufficient to persuade Hanoi to adopt more humane measures."

In response to the senators' request, ABC chided Senator Brooke for issuing his plea for more extensive coverage of the POW story while knowing about the planned Sept. 14 half-hour ABC-TV

Changing Formats

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

■ WIXX-AM-FM Oakland Park, Fla.—Broward County Broadcasting Inc., effective Aug. 3, switched formats from country and western to middle-of-the-road music. The licensee told the FCC the change "was occasioned by the overabundance of country and western music coming into [its] area."

■ WEAS-FM Savannah, Ga.—WEAS Inc., effective July 1, changed from an easy-listening, background-music format to a contemporary format. Joe Butler, program director, said the new format consists of "a combination of progressive, 'survey' and 'golden' music with a middle-of-the-road delivery." The stereo operation is fully automated. The switch, Mr. Butler added, was made "due to an increased demand for progressive, contemporary music, intelligently presented."

■ KWFC(FM) Springfield, Mo.—Baptist Bible College, effective July 6, expanded its gospel music programing to from 6 to 9 a.m. and from 1 to 6 p.m., Monday through Friday. Previously the religious format station programed gospel music from 4 to 6 p.m. and religious middle-of-the-road music from 6 to 9 a.m., William F. Askew, general manager, noted.

special *POW: Next of Kin*.

An NBC spokesman said that prisoners of war are "a subject that has always been covered in our news programs." He added that the network is always looking for "different ways" to present the story and is trying to develop specials on the POW topic.

CBS News President Richard S. Salant answered the senators by wire, acknowledging that CBS News "agrees that this [POW story] is one of the most newsworthy of the continuing stories of the war." He recalled that CBS News has "been covering it intensively since 1965 on our TV news broadcasts" and cited several examples, referring to more than 200 reports on morning and evening newscasts. He referred to the June 23 Cronkite *Evening News* when one-third of the broadcast was devoted to the subject and assured the senators of plans to continue coverage.

WETA-TV accedes to Seale interview

Noncommercial WETA-TV Washington last week agreed to clear an edited version of a controversial film interview with Black Panther leader Bobby Seale when it is fed nationally to ETV stations today (Aug. 17) by Public Broadcasting Service.

However, PBS said it had reports that some ETV's still had reservations about the program and would not clear it.

WETA-TV, over the objections of some staff members, had reportedly decided not to carry the interview, which was filmed last April by KQED(TV) San Francisco (BROADCASTING, Aug. 10). After an initial closed-circuit screening of the film, WETA-TV attorneys expressed concern that airing the interview might cause problems relating to profanity, libel, the FCC's fairness doctrine and the prejudging of a trial (Mr. Seale is on trial in New Haven, Conn., charged with ordering the killing of a fellow Black Panther).

WETA-TV and several other ETV stations prevailed on NET to edit the program.

The new version omits two segments, one dealing with Mr. Seale's sex life in jail and another in which he identifies by badge number a prison guard he says beat and kicked him. After viewing the edited version Thursday (Aug. 13), WETA-TV and some of the other stations which had objected to the program agreed to clear it.

An NET spokesman said the cuts—totaling 20 seconds—would have no effect on the over-all editorial point of view of the interview, entitled *Staggerlee: A Conversation with Bobby Seale*.

A real-life detective series

KTAR-TV documentaries lead to four indictments for drug-related murder

For KTAR-TV Phoenix, Ariz., the documentary, *Was Warren Hudson Murdered?*, not only answered the question posed by its title, but also named the specific individuals who were later indicted for the murder.

Logan McKechnie, investigative reporter for KTAR-TV, began his research on the program three days after joining the station in February. The probe into the death of Warren Hudson was triggered by a letter from Ed Rose, imprisoned in Arizona for transportation of marijuana, to his mother; Mr. Rose wondered why he was in jail when the killers of Mr. Hudson, who had disappeared Oct. 13, 1968, were still free.

"Our investigation turned up evidence that Hudson was connected with a drug-smuggling ring operating in Arizona and California," Mr. McKechnie says.

"Hudson's disappearance and apparent murder came as a result of that association."

The documentary was aired in 29 segments, each three to five minutes long. Two different reports were televised daily during a three-week period in March and April. According to Mr. McKechnie, the first report began by saying, in effect: "In case you're interested, officers of the law, here are the four men who killed Warren Hudson."

Additional reports documented dates, times and places of meetings held by the four individuals named in the program.

The end result was that California authorities issued warrants for the arrest of the four men for the murder of Mr. Hudson. After getting the approval of KTAR-TV executives, Mr. McKechnie and cameraman Bill Sherman spent one month putting the reports together. The evidence gathered was then gone over for an additional five months by special investigators from California, eventually resulting in the indictments.

"We anticipate being challenged in the courts on the same constitutional basis as the Sam Sheppard case," Mr. McKechnie says. "California officials, however, believe they have enough evidence to bring the men to trial."

One of the sidelights to his investigation was the revocation of the press credentials issued Mr. McKechnie by the Maricopa county sheriff. KTAR-TV is located in Maricopa county. According

to the 28-year-old television reporter, the revocation was because he had uncovered a connection between the accused murderers and a detective in that department's narcotics division. After the documentary had been aired, the Arizona Department of Public Safety issued him state-wide credentials along with a letter of commendation for discovering the commission of a crime.

Networks answer Hill on broadcast access

Congress has sounded out the networks on opening up congressional floor action to broadcast coverage. The networks replied that they have always favored such a proposal.

CBS officials recalled CBS President Frank Stanton's proposal of such a policy in his Dec. 15, 1969, speech to The Advertising Council. In it, he also recommended TV coverage of Supreme Court hearings. CBS said the network's stance on the matter is still the same and that officials are looking at the situation to possibly come up with concrete proposals for implementation.

Spokesman for ABC News President Elmer Lower said the network had no specific proposal except to "let the people see their own representatives. It's the democratic thing to do. And the quicker the better."

NBC News President Reuven Frank, commenting on the matter, noted that NBC always had supported the proposal and that NBC News crews have always been stationed the closest they are permitted—outside the doors of Congress when key votes are being taken.

Affiliates to receive political-program preview

CBS-TV is agreeable to providing "loyal opposition" political programs for pre-screening by its affiliates, but will do so only if the shows are made available to the network in time for previewing.

The network is also said to be firm in its position of not requiring the taping or filming of a "loyal opposition" program some 24 hours in advance as suggested by some of its affiliates.

A stand taken by some affiliates, as voiced by Kenneth Bagwell, vice president and general manager, WJW-TV Cleveland and chairman of the CBS affiliates Advisory Board, had suggested the "opposition" shows be fed more than 24 hours before scheduled telecast because of the "unrestricted" nature of content (BROADCASTING, Aug. 10).

The network's position as conveyed to affiliates also was reported to have

pointed up the conventional practice of the network in dealing with similar political shows, for which CBS has not required advance preparation. Some authorities noted that the affiliates' viewpoint, if followed to the letter, would have prohibited live broadcasts of "loyal opposition."

\$2.05-million suit is over unaired TV film


Metromedia Inc., Shep Morgan, producer, and Gene Rayburn, host of WNEW-TV New York's *Helluva Town*, are being sued for \$2.05 million by Trans World Attractions Corp., New York, over a segment allegedly filmed for the March 29 *Town* program but never shown. The segment involved the casting for "The Female Hostage," an art feature produced by Trans World.

The suit charged breach of contract, fraud and misrepresentation. Among other charges, it said WNEW-TV had "failed to fulfill promotional lures" aired prior to the show.

WNEW-TV officials in March, explaining why the segment was canceled, said further editing was needed and indicated that it possibly would be shown at a later date. A station spokesman last week, however, said a decision had been made not to use it and called the suit a "publicity" exercise.



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Program notes:

Comedy special on ecology ■ Paramount Television is developing a one-hour comedy special *Breathe Deeply*, which deals with serious problems of ecology. It is being prepared in association with ABC-TV for the 1971-72 season.

More TV for Barry ■ Jack Barry, creator of several television game shows, is returning to television. Jack Barry Productions Inc. has entered into an agreement with Four Star International Inc., Los Angeles, to create, produce and occasionally star in television and motion picture properties. Mr. Barry will be back at the Four Star offices in Beverly Hills.

Al Freeman Jr. signed ■ Warner Bros. Television has signed Al Freeman Jr., star of the Emmy Award-winning *My Sweet Charlie*, for top role in a program series project under development. As part of his arrangement, Mr. Freeman will be available for Warner Bros. theatrical films and for features produced especially for TV.

Scary laughs ■ A half-hour variety series patterned after *Laugh-In* but using monsters as its premise, is being developed by Youngstreet Productions, Los Angeles, for CBS-TV. *Boo* will star Vincent Price and is slated for filming this fall. Youngstreet is also preparing *The Chuck McCann Show* for CBS-TV. In addition, two variety spinoffs of their *Hee Haw* show are being prepared for offering to the networks. One, *Archie Campbell Presents* is a half-hour show similar to the old *Talent Scouts* program while *Nashville Palace* with Gordie Tapp as host, will be a 90-minute talk variety show.

Extraordinary athlete ■ Charlie Boswell, a blind golfer, will be featured in a one-hour special, *A Couple of Days in*

the Life of Charlie Boswell, produced by TeleVideo Productions. Others in the special will be golfers Arnold Palmer, Jack Nicklaus and Tony Jacklin and comedian Bob Hope. TeleVideo also is working on *The Ethiopians*, a one-hour study of two Olympic marathon champs who are bodyguards for Ethiopia Emperor Haile Selassie.

Teens on the run ■ The teenage runaway and what makes him run will be the subject of a one-hour Westinghouse Broadcasting Co. special, *The Runaway*. Documentary, produced by Joel Holt, will be seen during the week of Sept. 14 on the five WBC television stations.

Buenos noches, David ■ KOGO-TV San Diego is reaching the residents of Baja California, Mexico, with the NBC nightly news. The station is simulcasting the program in Spanish over KOGO-FM, permitting viewers to listen either in Spanish or English.

Emphasis on blacks ■ WLS(AM) Chicago has started a new community affairs program, *Black is . . .* The show will take a weekly look at various elements of Chicago-area minority groups. Host Lou House said the show will attempt to "communicate to blacks, Indians and Spanish Americans." Mr. House is moderator and producer of NET's *Black Journal* and Dean of Health Service Institute of Malcolm X College there.

Wylie names game ■ Philip Wylie, American novelist and essayist, author of *Generation of Vipers* and *The Disappearance* has agreed to write his first television script. Planned for *The Name of the Game*, the story will deal with ecology and be seen during the upcoming season. A novella, based on the script, will be published after the program has been televised.

Contract renewed ■ Tele-Tape Produc-

tions, New York, has renewed its contract with Group W Productions for three years. Firm will provide the technical, studio and video-tape equipment and operating crews for the production of *The David Frost Show*.

Silliphant signed ■ Writer-producer Stirling Silliphant has been signed by Paramount Television to develop a 90-minute feature as an ABC-TV *Movie of the Week* for next fall and as the pilot for a prospective ABC-TV series for 1971-72. The program is based on the adventures of a blind detective named Duncan MacLain, the central character in a 12-volume mystery series written by Baynard Kendrick.

Answer man ■ ABC Radio's American Contemporary Network has begun a new one-minute question-and-answer feature. *Call the Doctor*, moderated by Dr. Donald J. Pion, director of the division of family planning and sex education at the University of Washington's school of medicine, answers questions called in anonymously by young people.

Four Star's first ■ A comedy-drama will be the first *Movie of the Week* to be produced by Four Star International, Culver City, Calif., for ABC-TV. The story concerns a contemporary family of four crossing the continent. It will air during the 1970-71 season.

Special Paramount magic ■ A one-hour video-tape special mixing magic and comedy is being produced by Paramount Television for airing during the upcoming season. The show will serve as the pilot of a projected series for Saturday mornings during 1971-72.

There's a sales in my soup ■ Comedian Soupy Sales will star in a comedy-variety-music special, *The Soupy Sales Show*, Friday, Aug. 28 (7:30-8:30 p.m. EDT) on CBS-TV. The program is produced by Sullivan Productions Inc.

A musical game show replaces Linkletter

NBC-TV is offering advertisers one-minute participations in a new game show, *Words and Music*, which on Sept. 28 will replace *Life With Linkletter* in the Monday-Friday, 1:30-2 p.m. (EDT) period.

The scheduling of *Words and Music* will expand NBC's daytime game-show block. NBC-TV has structured its week-day schedule to program game shows from 10 a.m. to 1 p.m. and serial dramas from 2 to 4 p.m.

While there is no network feed in the 1-1:30 p.m. period, the five NBC-owned television stations fill that half-hour with the syndicated *It's Your Bet*,

also a game show. The owned stations now will be programing game shows from 10 a.m. until soap operas take over at 2 o'clock.

The new show will combine musical entertainment with contestants vying for cash and prizes. Wink Martindale, singer and songwriter and host of the syndicated *Can You Top This?* TV series, will star in *Words and Music*, which will originate in Hollywood. David Winters and Burt Rosen are executive producers.

Armand Grant is producer and Jack Quigley is musical director. The *Life With Linkletter* show starred Art Linkletter and his son Jack in a general-interest format of interviews and conversation.

ABA in St. Louis gives Silver Gavel awards

Honorary Silver Gavel awards, five to television and one to radio, were presented last week by the American Bar Association at its annual meeting in St. Louis. The ABA also gave certificates of merit—two to TV, six to radio.

The purpose of the ABA award program is to cite programs "contributing to public understanding of the American system of law and justice." Similar awards also went to the other media.

The gavel awards to TV:

NBC News—for two documentaries, *Voices on the Inside* and *Between Two Rivers*, examining respectively prison conditions and the plight of the Amer-

ican Indian.

Universal City Studios Inc.—for the feature film, "The D.A.: Murder One," produced for NBC-TV, explaining the role of the office of district attorney in prosecuting a murder case.

ABC-TV—for the feature film "The Young Lawyers," dramatizing the work of neighborhood legal-aid lawyers and law students on behalf of the poor. ABA noted ABC-TV received a Gold Gavel, having won the award three times. Silver Gavels went to ABC-TV in 1959 and 1968.

National Educational Television—"for the outstanding documentary, *The Warren Years*," tracing highlights in the 16-year career of the former chief justice.

Noncommercial WNED-TV Buffalo, N.Y.—for educational program, *Are Campus Disorders Out of Hand?*, featuring a mock trial with the viewers as jury.

Silver Gavel in radio:

KFWB(AM) Los Angeles—for educational series of editorials, "Ignorance and The Law," urging the teaching of fundamental statute law to children.

The ABA certificates of merit went to CBS News, KING-TV Seattle and the following AM stations: WMAL Washington; WIND Chicago; WBAL Baltimore; WEAM Arlington, Va.; WFUN South Miami, Fla., and WSBA York, Pa.

NBC-owned stations tackle drug problem

The five NBC-owned television stations are banding together to present a 22-day, 20-program "Drug Alert," in which the drug crisis around the nation will be explored. The series starts Saturday (Aug. 22) on WNBC-TV New York, with a program called "Three Steps From Nowhere."

Each of the four other NBC-owned TV stations—WRC-TV Washington, WKYC-TV Cleveland, WMAQ-TV Chicago and KNOC-TV Los Angeles—will examine the problem in its metropolitan area. The programs then will be exchanged. The series will be climaxed Aug. 24 with NBC-TV presenting, *Trip to Nowhere—An NBC White Paper on Youth and Drugs*.

With the drug crisis most pronounced in New York, the focal point of the series will be WNBC-TV.

The series follows a CBS project in which, since July 20, WCBS-TV New York has been broadcasting three-minute segments, titled, "Drugs: A to Z," on the 11 p.m. news. Thirty broadcasts are scheduled, to reach a climax on Aug. 29, with a one-hour program prepared by CBS-owned KNXT(TV) Los Angeles and a wrap-up by Earl Ubell, science editor, WCBS-TV News.

Bill allowing access languishes in House

House consideration of its reorganization bill (HR 17546)—the object of only sporadic attention thus far—will not resume until after the Labor Day recess.

The bill, which contains a provision for broadcasting of House committee meetings under a strict set of rules (BROADCASTING, July 29), has been sidetracked periodically since going to the House floor in mid-July, in favor of other legislation. Debate of the measure will probably resume during the week of Sept. 15.

Representative B. F. Sisk (D-Calif.), floor manager of the bill, has said that he will abandon the effort unless he receives assurances that the House leadership will set aside time to consider the bill without interruption.

NBA seeks pot of gold in TV-film business

A three-year contract to create, film and market weekly television series and specials devoted to action in the National Basketball Association has been agreed to by the NBA and GRS Film International Inc., New York.

The film venture of the league will be called NBA films. Its product will be designed for local and regional telecasting and first-run syndication.

Preproduction has already begun on a half-hour weekly series, *This Week in the NBA*, highlighting game action of all the league's teams. Several one-hour specials have also been started. Work is being completed on a highlight film of last season's Los Angeles Lakers-New York Knickerbockers championship series.

Principals in GRS Films, which has produced the Lakers' highlights for the past two years, are Herb Golden, Jerry Ross and Jack Samuels. Mr. Golden will be executive producer of all NBA

film productions.

NBA Commissioner Walter Kennedy said the decision to establish a film subsidiary was motivated by a "desire to capitalize on the mushrooming interest that has catapulted our sport into one of TV's hottest properties."

Although a premiere date or network affiliation was not announced, ABC, which recently signed a long-term contract with the NBA is expected to have first chance at the programs. The series will be seen during the 1970-71 basketball season.

New forecasts from Telcom

Telcom Associates, New York, program marketing and buying organization, has issued an updated version of its annual prime-time network forecast because of the recent CBS reshuffling of its schedule (BROADCASTING, July 27). But the CBS moves, Telcom said, do not appreciably change its original estimates for the first season of 1970-71 made last April. Telcom concluded that NBC still will emerge as the winner for the first season with a 19.9 (a decrease of one-tenth of a point from Telcom's originally predicted 20.0), with both CBS (18.8) and ABC (17.2) remaining at the same levels (BROADCASTING, April 13).

Conversations with the past

Metromedia Producers Corp., Los Angeles, is developing a new series built around "interviews" with historical figures.

Guest artists will appear in the roles of famous men and women from the past, who are quizzed about their lives. The half-hour programs, titled simply *The Interview*, will be produced by Michael Campus, former director of special programs for CBS-TV.

Negotiations are under way for sale of the series to one of the networks, according to Michael Fries, executive vice president in charge of production.

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A move to restrict electronic imports

Hartke introduces bill that would fix quotas based upon 1966 inflow

A bill that would impose stiff import quotas on foreign electronic equipment entering the U.S. has been introduced by Senator Vance Hartke (D-Ind.), to curb what he calls "a consistent pattern of increasing unemployment and decreasing employment opportunity in the American electronics industry."

The legislation (S.4198) would restrict the yearly inflow of a wide range of foreign consumer electronics products including TV sets, radios, tape recorders and antennas to the number of each item imported in 1966. It would also limit the import of electronic components—TV picture tubes, electron tubes and magnetic tape included—to the average quantity of each item imported during the 1964-66 period.

The bill, Senator Hartke said, would allow foreign competition, but would not allow foreign manufacturers—who enjoy low labor costs and use American technology—to destroy the American electronics industry.

During introduction of the measure in the Senate Aug. 6, the senator expressed alarm at the growing unemployment rate in the U.S. electronics industry.

"Factory worker employment in the radio and TV receiving equipment industry declined 17% during the October 1967 to October 1969 period, a loss of 24,500 jobs, coupled with the

layoff of 20,000 in the electronic-components industries during the same period—a total loss of 44,500 jobs," he said.

He added that the growing unemployment rate was coupled with an increasing influx of foreign equipment, which saw TV imports reach \$300 million in 1969. This, he said, was a 140% increase over TV set imports in 1967.

Radio import estimates in 1969 were quoted at \$415 million. "An estimated 85 to 90% of all radios sold in the U.S. now are of foreign manufacture," Senator Hartke added.

The legislation provides that if domestic consumption of any item (such as TV receivers) should increase or decrease more than 5% from the 1966 level, the quantity imported could be raised or lowered according to consumption changes.

RCA hopes strike is near an end

RCA officials were optimistic last week that the company's 14 plants would be back in full operation this week, following a 10-week strike by 12,000 workers. Voting by members of the International Union of Electrical, Radio and Machine Workers on a new contract with RCA was to begin last Friday (Aug. 14).

The strike that began on June 2 had been blamed by Robert W. Sarnoff, RCA chairman and president, for the sharp dip in sales and earnings for the first half of 1970 (BROADCASTING, July 20). The strike also affected production of black-and-white TV sets and broadcasting equipment, but company officials would not estimate the loss.

recorders to tape program segments for later replay. A mobile van is also equipped with cameras and video recording equipment for on-the-spot documentation of accident or crime scenes. Transmitter and control studios are located in the police academy adjacent to department headquarters in downtown St. Louis.

One application will be the elimination of the daily show-up of recently-arrested suspects, who cannot be held more than 20 hours. Upon arrest, a videotape will be made of each suspect; it can be viewed at any time at any or all of the nine receiving stations.

The system was funded by 72 St. Louis businesses and industries.

Color consistency is aim of new test

Stations and networks to use EIA technique in search of standards

Improved, more uniform color-TV reception is the goal of testing being undertaken by the Electronics Industries Association with the cooperation of the major networks.

The tests involve the inclusion of a new "vertical interval color reference" signal in the transmission of selected network programs. Transmitter engineers at individual stations will use the calibration signal to adjust their equipment so that the color picture each station broadcasts corresponds as closely as possible to that fed from the originating studio.

The tests will begin Sept. 1 and are expected to last three months.

An EIA spokesman said no sudden improvement in color reception was anticipated since it would take some time for station engineers to learn to make the best use of the special signal.

The signal was developed over the past 18 months by EIA's broadcast television systems committee, composed of representatives of broadcasters, receiving and transmitting equipment makers, telephone companies and consulting firms. The testing is being conducted with FCC approval.

EIA's engineering department said the two most annoying shortcomings in home color reception are variations in hue (tint) and in saturation (color) during program transmission. Factors contributing to hue variation include lighting fluctuations at the picture source, incorrect chrominance level, incorrect phase relation between the color burst and the picture information, and differences in the position and duration of the color burst.

Walker becomes consultant

A. Prose Walker, former director of broadcast communications division, Collins Radio Co. and one-time director of engineering for the National Association of Broadcasters, has established the telecommunication consulting firm of A. Prose Walker & Associates, Pendercrest Court, Fairfax, Va. 22030, and 1604 K St. N.W., Washington 20006.

St. Louis police get microwave TV system

The St. Louis police department has turned on and tuned in a new microwave television-broadcasting system, becoming the country's first law enforcement agency licensed by the FCC to use the 2,500 mc educational band.

Station WBF80 (ch. H-1), owned and operated by the department, is being used to disseminate police training information and internal intelligence to police headquarters and St. Louis's eight district police stations.

Built by Ampex under a \$200,000 contract, the system uses centralized broadcast and closed-circuit video-tape

Keeping them informed down on the farm

Broadcasters tailor their specialized product to reach an ever-changing, sophisticated audience

The times, they are a-changin'—and so is farm broadcasting, which has played a vital role in helping to improve the methods and life-style of the American farmer since the early 1920's. But the coming decade of increasing agricultural and urban complexity may well call for radical changes in farm broadcasting, according to a survey of active and associate members of the National Association of Farm Broadcasters representing those who devote nearly full time to this profession.

By 1980, the survey by BROADCASTING indicates, the farm broadcaster will still be talking to the agribusiness manager in the sophisticated terms of the scientific technologies of plant and animal husbandry—and telling him of the sponsor's products filling his needs. But he will be talking much more extensively to the consumer too about his personal interests, such as nutrition and local food supplies, and his broader interests, such as agriculture's challenge to feed a world's exploding population.

The survey also finds calls from farm, educational and government leaders for farm radio and television to more fully and more effectively report the story of modern agriculture and its problems to

the public at large.

Ecology, conservation, pollution and related issues could prove to be the farm broadcaster's greatest opportunities in helping his station serve the general community, many point out. It is a challenge for which he is well qualified, they note, and how effectively he seizes upon it might determine whether politicians enact proposed new laws—such as those concerning the use of agricultural chemicals—on the basis of known facts or mere popular emotion.

BROADCASTING's survey of NAFB members finds that while some feel the ranks of the professional farm broadcaster may be thinning out a bit, his influence is as great or even greater than ever. NAFB claims its active farm director membership hit its high about 1960 and then began to fall off slightly, but has held steady at about 225 for the past five or six years. Associate memberships, meanwhile, continue to climb.

Some stations with strong farm departments report business from agricultural accounts has never been better (see page 57). Total time devoted to farm-service material each week also is higher, both in radio and TV, they say.

Others, however, are concerned with

the loss over the past decade of many farm programs or farm departments, especially among the ranks of the big-city-based clear-channel and other high-power outlets as well as some major regional stations. As veteran farm directors retire, they note, they often have not been replaced.

NAFB's 1970 directory, used by many advertisers and agencies as a guide in buying farm radio-TV, still shows 13 class 1-A clear-channel stations among its list of 120 U.S. farm-radio stations. The list also includes almost a dozen class 1-B clears and eight class II outlets with 50 kw power on certain other clear channels including those internationally shared.

The NAFB directory also lists 80 farm-television stations, most of them affiliates of radio members.

NAFB's president, Jack Crowner, WAVE-AM-TV Louisville, Ky., says that while there may have been some cutting back in major markets, "I've been impressed with the directions many smaller stations are taking and am encouraged at the renewal of interest in farm broadcasting at the local level."

He stresses, however, that certain large stations in key agricultural areas



Field-research reports are important to the commodity network concept of the Tobacco Radio Network in the Southeast. Reporter Verne Strickland (above left) talks with a chemical company representative.



Farm broadcasters aren't always involved with hog-market prices. Livestock shows, too, come in for coverage. Wey Simpson, KHQ-AM-FM-TV Spokane, Wash., conducted two half-hour telecasts of the 4-H affair.

Regional networks keep pace with the farmer

Specialized agricultural information and advertising networks have been around the radio scene for many years, but their popularity is picking up. One reason is that network packagers are becoming more aggressive and making it easier for agencies and advertisers to buy farm broadcasting with a single buy on collections of smaller stations.

Another reason, some packagers candidly claim, is because too many big-city "power-house" stations have "abdicated" their traditional wide-area farm service for the urban ratings race.

The newest entry, announced last week by Walton Broadcasting Sales, Chicago, is the Kansas Farm Network made up of 15 stations in that state. It is a sales package for existing farm programming. President Robert J. Walton is very bullish on the future of such networks.

For 15 years an agricultural advertising specialist with a large station representative whose list included major-market stations, Mr. Walton recalls he came to "see the handwriting on the wall" and ventured on his own. "However, at first I still went after the big markets with the RFD's," he recalls, but when he found that management wasn't interested, it forced him into his present network approach.

Organizing an Illinois Radio Network initially with 21 stations (now 26), Mr. Walton turned \$200,000 of new farm-sponsor business the first year. Similar networks in Indiana, Iowa, Nebraska and Missouri have followed and Walton has added representation of older existing networks in Wisconsin, Minnesota and Oklahoma.

"You would have thought I had invented the wheel," Mr. Walton said last

also actually have increased their farm-department staffs in the past year or so, contrary to what some may feel the trend has been. Mr. Crouner notes that WMT-AM-TV Cedar Rapids, Iowa, under common ownership with the WAVE outlets, is a good example of where agricultural business has so increased that the farm department has been enlarged to include three men plus an intern.

What concerns him the most, Mr. Crouner admits, is a situation like Chicago where at least five 50 kw radio stations still reach far out into the rural areas but only one has a full-time farm department, WGN(AM) there and its sister outlet, WGN-TV.

The WGN stations' farm veteran, Orion Samuelson, explains what he feels may be a key: "To really be effective in farm broadcasting you must have

week, "as agencies just realized that the smaller stations were doing a more in-depth job, but were much harder to buy. You can't buy poor farm time on Olney, Taylorville, Hannibal, Ottumwa, etc. It's all farm time. The audience is geared to an agricultural economy."

Similar success is being experienced by another new network entry by a regional veteran, Harry Severance, Wilson, N.C.

"We have operated the Carolina Radio Network, specializing in agricultural advertising, in the two Carolinas and Virginia for over a dozen years," he says. "And beginning this year we expanded nationally under the name, Farm Directors Radio Network."

So far "we have placed business for some 35 clients on about 250 stations," he notes, "further proof of the growth farm radio is making." FDRN's sales representative is the Devney Organization.

"Over the past few years the Iowa Radio Network, a wired network of 15 stations, has increased its efforts to serve the farm community with some highly specialized programming," reports C. Ross Martin of IRN, Des Moines. One example is the daily feeder cattle and feeder pig-market reports, he explains, since many farmers now buy their own feeder animals rather than raising them. "For stations that cannot command a fat rate card," he notes, "a full-time farm director is not economically possible, but with our network farm director the cost is split."

Roddy Peeples, San Angelo, Tex., reports continued success with his Voice of Southland Agriculture Network for farmers and ranchers in that region. He contracts with stations to do their agricultural broadcasts for them. "These are live, five days a week, fed by leased phone loop," he explains, "and my pro-

management behind you, and we certainly do here." He and his partner since 1967, Bill Mason, also an NAFB member, have more time on radio and TV now than ever before and the list of 52-week agricultural accounts is at its peak.

In 1969 they published a detailed analysis of the WGN radio farm market over a five-state area. It shows that farmers are not only avid listeners but considerable consumers of farm radio-advertised products.

Mr. Samuelson says that balanced farmer-consumer programming, such as that during the noon hour on WGN, can win city listeners too. He cites in particular the April-May report of the American Research Bureau showing WGN's *Country Fair* led in total listeners per average quarter hour in the

Chicago metro area.

gram follows a sort of *Monitor* format with segments separated by station breaks. The breaks are sold individually by the affiliates and they keep that income. The segments are sold by the VSA Network and that income is retained by the network. Each station also pays a small monthly network subscription fee."

Despite changes in farming and farm radio-TV, Mr. Peeples sees "a great future for farm broadcasting if those of us in the business address ourselves to the changes in agriculture and agricultural management, and do a better job of helping agencies get what they need and make it easier for them to use us." If the trend to regional farm networks continues to grow, he concludes, it "will be a natural development since farmers and ranchers will listen to those who serve them best."

Major stations in strong farm areas also can be the catalyst for regional networks. Capitol Broadcasting Co., operator of WRAL-FM-TV Raleigh, N.C., for example, has a farm department of six people plus two photographers and originates the Tobacco Radio Network plus other special radio and TV networks.

"Our operation has doubled in scope and billing each year for the past five years," reports Ray Wilkinson, farm relations director, who feels this approach "will not only survive during the next quarter century but actually will prosper as it effectively answers the need of a specialized, localized, shrinking farm community using more advanced techniques resulting in increasing production."

The radio-network operations air peanut news in peanut-production areas, and cotton and tobacco news in those areas where such crops are grown. "There are 270 stations included in our commodity networks," he notes.

Chicago metro area.

The broadcast division of Stauffer Publications is another entity that puts considerable resource into its farm broadcasting and has found equal success at WIBW-AM-TV Topeka, Kan., and KGNC-AM-TV Amarillo, Tex. Both Topeka and Amarillo have three-man farm staffs and each man has an agricultural degree.

The *Kansas Farm Facts* report by the WIBW stations is another example of the in-depth research that strong farm outlets provide. Ray C. Senate, WIBW-TV national sales manager, participated as a member of NAFB's recent research committee, which produced an analysis of farm broadcasting nationally for agencies and advertisers. "The sight, sound and demonstration of farm machinery, farm chemicals, seed, feed and

director, WINA(AM) Charlottesville, Va., helps make his shows more interesting to the town folk as well as rural.

Two-way mobile radio for remote specials and citizen-band radio for talking with farmers are tools used effectively by Robert G. Hauser, farm and ranch director, KSEN(AM) Shelby, Mont. KSEN's farm department costs about \$14,000 a year to operate.

Local farmer interviews and involvement are of prime interest to WJON(AM) St. Cloud, Minn., with 25 hours of farm shows spread over the week, Andy Hilger, WJON president, reports. WJON invests \$25,000 a year in its farm department.

William H. Day, WCMR(AM) Elkhart, Ind., airs over 12 hours a week of farm programing; sells his own accounts with slide presentations he personally prepares. His agricultural business is about 20% of the station's total.

Importance of promotion of the farm department the same as other station services and personalities is cited by Bob Etheredge, farm and ranch director, KDAV(AM) Lubbock, Tex. He says farm news has been instrumental in delivering a larger, higher income audience throughout the day.

It's a mutual love affair

Advertisers use medium in special ways to reach their specialized clients

Somebody out there likes farm broadcasting—especially the sponsor, even if the millions he spends are largely unmeasured.

One major user of farm radio since 1937 is still representative of the important advertisers in that medium, DeKalb AgResearch Inc., DeKalb, Ill., hybrid corn firm. DeKalb uses some farm television now too, placing through Lennen & Newell/Midwest, Chicago.

"DeKalb's policy is to use radio farm directors on a 52-week basis exclusively," explains Leo B. Olson, DeKalb advertising director. The exclusive product spokesman practice is common in farm broadcasting. "We supplement this with spot flights in the spring and fall where the product and market require," Mr. Olson adds.

DeKalb used 48 radio stations on a regular basis this past year, according to Don V. Duncan, assistant advertising director, for a total of 8,200 minute spots or roughly three per week per station. Added seasonal flights ran on 104 different stations for a total of 4,200 spots, he recalls. Five-week spring flights in television last year were placed

on about 30 stations.

This past year DeKalb began distributing occasional news features to some 50 stations, Mr. Duncan says. DeKalb is mentioned only for identification and the material is purely of informational value to farmers on timely crop problems. DeKalb's sales volume runs about \$65 million.

Apart from the big farm-equipment manufacturers who usually have been significant farm-broadcast advertisers over the years, another category, agricultural chemicals, has become increasingly important as a source of farm radio-TV billings. As in most farm advertising, though, accurate spending data by markets is hard to obtain because so many of the areas fall outside the usual monitoring and measuring services, which are keyed more to consumer advertising.

Geigy Chemical Corp.'s agricultural-chemicals division considers itself the leading advertiser in its class and spends about \$1.5 million in farm broadcasting, split about evenly between radio and TV, though the emphasis is on radio. Cunningham & Walsh, New York, is the agency.

John Curtin, the agency's media supervisor on the account, says Geigy doesn't measure farm audience by people but rather by cost per thousand acres of the crop concerned. Though Geigy seeks exclusive product representation with farm directors, he explains, "we do more than buy personalities. Geigy also carefully studies markets and stations too."

Geigy buys farm programs and spots year around on radio stations in about 45 major markets, Mr. Curtin says, then makes spot buys on stations in an additional 150 markets depending upon season and product situations.

The firm uses radio for about 35 different products, many involving small budgets. One major product is Aatrex for corn and it will get all-year promotion on 45 regular outlets plus seasonal promotion on another 90 to 95 stations.

Geigy uses television only for major

products that can support cost of commercial production, and spots run usually in the evening time on stations in about 47 markets, the largest being Indianapolis, Mr. Curtin notes. Though there are some good farm TV stations, he explains, Geigy doesn't consider TV competitive with farm radio and doesn't buy it the same way.

Ralston Purina Co., St. Louis, has a long and successful history in broadcasting for consumer products as well as agricultural lines. It has a list of nine agencies for its various brands in both fields.


"As part of our advertising program for Purina Chows and health products we sponsor farm broadcasters in key areas," says Richard L. Wood, manager, company radio-TV advertising and sales promotion.

"We look upon a good farm broadcaster as an effective salesman for the Checkerboard," Mr. Wood adds, "and he is not only a good salesman on the air but also in his personal contacts as he travels and participates in many events."

Ralston encourages its district sales managers to work closely with their farm broadcasters in developing commercials and on-the-farm interviews with Purina feeders, he explains, and in addition the Purina sales manager provides the farm broadcaster with news of local Purina events, such as field days, feeding demonstrations and openings of new dealers.

Purina also augments its company-sponsored farm radio with a dealer cooperative-advertising program, Mr. Wood says. "Approximately 1,000 of our 3,000 Purina dealers will sponsor some form of local radio this year," he states, adding, "we have seen no reduction in the use of radio. In fact, in some areas of the U.S. there has been a significant increase in the number of dealers using radio."

(The foregoing special report was researched and written by Lawrence Christopher, senior editor, Chicago.)

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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing. mailing labels are addressed one to two issues in advance.

Broadcast advertising

Richard S. Boaz, associate director of research; **Ray Michaels**, creative supervisor, and **William G. Wolfe**, copy supervisor, Foote, Cone & Belding, New York, elected VP's.

Richard Morse, account group supervisor, and **Emine Messiqua**, account supervisor, Norman, Craig & Kummel, New York, named VP's.

George Benaman Jr., account supervisor, Ketchum, MacLeod & Grove, New York, named VP.

Charles F. Kleber, VP, W. B. Doner, Detroit, and **Eugene Azzam**, executive art director there, named to board of directors. **James Q. Frost**, with W. B. Doner, Baltimore, appointed associate creative director.

Celestino Adriano Bua, associate creative director and VP, SSC&B, New York, joins Green Dolmatch, agency there, as VP and creative supervisor.

Robert Gross, head of TV production and administrative director—creative department, Norman, Craig & Kummel, New York, elected VP.

Thomas Blosl, VP, Botsford Ketchum, San Francisco subsidiary of Ketchum, MacLeod & Grove, elected executive VP.

Gazexer (Gaz) Graham Green Jr., formerly New York district manager, Procter & Gamble foods division, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston-based advertising & PR firm, as executive VP.

Robert M. Darcy, business manager, Metro Radio Sales, New York, joins Petry Radio as director of business administration.

Sidney L. Cohen, with S. A. Levyne Co., Baltimore agency, elected VP.

Norman Schiffman, Greener, Hiken, Sears, New York, rep firm, named VP.

Al Moss, VP, client services, Bauer, Tripp, Henning and Bressler, New York agency, joins David Singer Associates, agency there, as executive VP.

Wilson Lefler, sales manager, KOVR(TV) Sacramento, Calif., McClatchy station, named sales manager of McClatchy Broadcasting there.

Michael P. Duffy, with KSD-TV St. Louis, appointed local sales manager.

E. Abbott Lawrence, national sales manager, KTLA(TV) Los Angeles, named general sales manager.

Bryce Baker, with KUPK-TV Garden City, Kan., appointed sales manager.

James Davis, with Jim M. Frye Advertising, Fort Worth, appointed as head of Dallas sales office, WBAP-AM-FM Fort Worth.

Michael J. Faherty, sales manager, WINS(AM) New York, named general sales manager.

Aaron Daniels, advertising director, Fairchild Group, division of Capital Cities Broadcasting, New York, appointed general sales manager, WPAT-AM-FM Paterson, N.J., Capital Cities station. **Fred Weinhaus**, with WPAT, appointed sales manager.

O. D. Dearman, assistant product manager, and **William F. Karnbach**, associate product manager, R. J. Reynolds Tobacco Co., Winston-Salem, N.C., appointed product managers.

Media

John Moler, general manager, WHN(AM) New York, resigns. **James P. Storer**, newly named VP of Storer Radio division (BROADCASTING, Aug. 10), licensee of WHN, will serve as operating head until replacement is named.



Mr. Smith

He succeeds **F. Gordon Fuqua**, who has not announced future plans. **Edward J. DeMarco**, formerly VP-corporate development, Athena Communications Corp., New York, named director of CATV system development, TVC.

George C. Castell, assistant treasurer, CBS, New York, appointed treasurer, Viacom International Inc. there, new corporation into which CBS plans to spin off its CATV and TV-program syndication operations (BROADCASTING, July 6).

Bill Bailey, general manager, KBIM-TV Roswell, N.M., joins KTVC(TV) Ensign, Kan., in same capacity.

Jack G. Thayer, VP and general manager, KXOA-AM-FM Sacramento, Calif., joins WGAR(AM) Cleveland as general manager succeeding **Carl E. George**, who remains as VP, Nationwide Communications, licensee of WGAR.



Mr. Ordonez



Mr. McMurray



Mr. Herzig



Mr. Tabor

Bob Ordonez, general manager, KORK-AM-FM Las Vegas, named VP of Donrey Media and general manager, KFSATV Fort Smith, Ark. He is succeeded by **Joe McMurray**, general manager, KOLO-TV Reno, who will also be named VP of Donrey. **Jim Herzig**, assistant general manager, KORK-TV, named VP of Donrey and general manager, KOLO-TV Reno. **Ed Tabor**, VP of Donrey and general manager, KORK-TV, named senior VP. Donrey Media, Las Vegas, owns KORK-AM-FM-TV, KOLO-TV, and KFSATV.

Felix Martin Goodrum Jr., program director, WQXY-FM Baton Rouge, appointed station manager.

Sheldon Peterson, with Time-Life Broadcasting, New York, joins Time-Life's KLZ-AM-FM-TV Denver as administrative assistant to president.

Robert Dale, assistant general manager, WMOU-AM-FM Berlin, N.H., appointed general manager.

Cal Watson, manager, radio and TV services, noncommercial KWSU-AM-TV Pullman, Wash., joins Corp. for Public Broadcasting, Washington, as director of television station projects. **George Stein**, who set up information system for National Association of Educational Broadcasters, Washington, last year, joins CPB there as director of management systems development.

Programing

Herb Victor, assistant program director, WABC-TV New York, named program director, KGO-TV San Francisco. Both are ABC-owned stations.

SPRINGFIELD BROADCASTING COMPANY'S* DUET** FOR FARM LAND U.S.A.'S LISTENERS



KHMO HANNIBAL, MISSOURI

Don C. Dailey, Vice President of Springfield Broadcasting and KGBX, says,

"I'm proud that the U.S. Department of Agriculture chose Loyd Evans, our NAFB Farm Director, not once, but twice to host Foreign Agricultural Experts."

* springfield broadcasting licensee of KGBX and became licensee of KHMO in June, 1970 (Broadcasting, June 29)

** KGBX and KHMO

Jim Jae, General Manager calls KHMO, "The Voice of Mark Twain Land," a **Big Station with a Big Staff, to cover a Big Market, which listens to Dick McHargue, our NAFB Farm Director."**



KGBX SPRINGFIELD, MISSOURI

KGBX

KHMO

- each with separate and rich farm coverage
- each with separate programming
- each with separate sales
- both with common ownership
- both with voting NAFB Farm Directors
- both with one National Representative

JACK MASLA & COMPANY INC.

*new york, chicago, detroit, st. louis, kansas city, atlanta,
dallas, los angeles, san francisco*



fertilizer is the best selling tool the farm advertiser can use," he notes.

KGBX(AM) Springfield, Mo., had no farm department until 1958, but since then this phase of its operation has proven highly successful and during many months the farm shows are completely sold out, reports Don C. Dailey, vice president-general manager. KGBX's veteran farm broadcaster, Loyd Evans, now has a part-time assistant, he notes.

KGBX's sister outlet, KHMO(AM) Hannibal, Mo., considers itself typical of the smaller market station that will continue to succeed by total involvement in services to an area with most business agriculture-oriented. KHMO's general manager, James F. Jae Jr., is past chairman of the NAFB associate members.

An example of a TV-only operation that has found profit in farm broadcasting is KWTV(TV) Oklahoma City. Farm director Wayne Liles, immediate past president of NAFB, reports particular success in helping develop new local accounts. Farm reports in the early morning and at noon have been effective vehicles for helping boost new sales and dealerships for an area equipment firm, he relates.

One-man farm departments in television are finding success at KHQ-TV Spokane, Wash., and WTVY(TV) Dothan, Ala. KHQ-TV's Wey Simpson especially recognizes the farm broadcaster's opportunity in the pollution battle. WTVY's Gene Hagan also is a working farmer, invaluable for his years in farm broadcasting.

"Management must be just as dedicated and active in farming activities as the farm director," according to Rex H. Lathen, president-general manager, KMMJ(AM) Grand Island, Neb. He notes the trend to super-farms may be at its peak because of profit-efficiency factors and is optimistic about farm families continuing strong though their farms now are considered businesses and are larger. Since they get their newspapers by mail, they long will rely on radio's immediacy and strength of services, he indicates.

Jack Timmons, general manager, KWKH(AM) Shreveport, La., agrees that tomorrow's more sophisticated business farmer will rely heavily upon farm radio's fast and thorough resources. KWKH's farm staff includes two men plus secretary and typically travels 100,000 miles a year to cover its market.

"Perhaps our greatest advertising success story," Mr. Timmons says, "is represented by the number of private cattle sales advertised on KWKH by farmers and ranchers spending their own money. We now have some 100 to 125 sales advertised each year compared to none five years ago."

Richard B. Belkin, vice president-



Herb Plambeck (r) received a plaque commemorating his life-time membership in the National Association of Farm Broadcasters during the group's June convention. Mr. Plambeck recently resigned as farm director for WHO(AM) Des Moines, Iowa, after 34 years in that post to become assistant to Secretary of Agriculture Clifford M. Hardin. John McDonald, WSM(AM) Nashville, presented the plaque.

general manager, KOA-AM-FM Denver, indicates the long list of farm agencies and advertisers who buy on a long-term basis for programs as well as spot flights proves the values delivered by farm radio. He suggests, though, they may be overlooking opportunities for test marketing in radio as farm accounts do little of it now.

KOA's farm director, Chuck Miller, points out that while farmers are getting fewer their economic power is soaring. "Farmers buy more petroleum products, tires and automotive vehicles than any other segment of the economy," he cites.

John McDonald, veteran farm director at WSM(AM) Nashville, Tenn., estimates farm business at the clear-channel outlet has run some \$250,000 a year over the past five years and continues to represent a long list of both national and local accounts. He estimates his total audience has more city than rural folk and his material interests both.

Because of this urban-consumer audience the farm broadcaster can do an important public-relations job for agriculture, according to George Stephens, director of agriculture, KCMO-AM-TV Kansas City.

Ted L. Snider, vice president-general manager, KARK(AM) Little Rock, Ark., notes some former clear-channel service is being replaced by farm network stations. He cites the Delta Farm Network of 18 stations in that area. KARK's farm veteran, Bob Buice, airs regularly on sister KARK-TV too.

Ed Mason, president-general manager, KXXX(AM) Colby, Kan., feels his operation may be a good example of

pure farm radio because of the area. He notes especially the high efficiency of good farm-radio buying and says there is less waste by far than some prime-time TV buying. Farm business at KXXX increases steadily, he adds.

One of farm radio's best sales friends on Madison Avenue is also an enthusiastic student of the subject, Milton F. Allison, director of station relations, CBS Radio Spot Sales. He notes that while the farm population in the U.S. in 1969 was only 10.3 million or 5.1% of the total population (down from 15.6 million and 8.7% in 1960), the economic value of farm business continues to soar far beyond comparison. With jet-transported international marketing developing, he notes, radio will continue to be the most effective link with farmer-businessmen.

Although his farm time has been extended, Bob Walsh, farm and ranch director at WBAP(AM) Dallas-Fort Worth, also notes "the city audience is more important than you might imagine. We are beginning to carry more and more consumer-type advertising on our farm programs."

Keith Kirkpatrick, farm service director, WHO-AM-TV Des Moines, Iowa, doesn't believe there has been any reduction in the amount of good farm programming in recent years in the industry though outlets may have changed. He cites the vigor of the WHO stations activity in this respect, noting that of 81 weekly radio farm-show units a total of 56 are sponsored by long-term program advertisers.

The continuing strength of good farm-radio stations, especially in the Midwest, is emphasized by Maynard Speece, farm director for WCCO(AM) Minneapolis, "and I think we'll have them 10 years from now too." Information affecting the pocketbook of the farmer is the target at which he and his associate Chuck Lilligren aim, but the city audience is becoming more important too. Advertiser faith in the medium is the true test of farm radio's strength, he feels.

City audience also is becoming more important to Marvin Vines, farm service director, KAAY(AM) Little Rock, Ark., a clear channel like WCCO. He also notes top retailers are starting to use farm-radio advertising effectively.

Another pioneer farm broadcaster, Bob Miller, WLW(AM) Cincinnati, explains the farm show is an excellent spot to describe cost-price effects and similar often misunderstood data to the urban listener. He notes increasing use of radio for public-relations advertising to the non-farm audience by farm-oriented groups.

Talking on the air with listeners by telephone is one way Bill Ray, farm

Helen Kauffman, head of her own PR agency in Los Angeles, named public relations director, Four Star International there.

Dick Conrad, promotion and advertising director, WHK(AM) Cleveland, also appointed director of programing. **Paul King**, with WHK, appointed assistant director of programing and promotion.

Harry Waterhouse, formerly with WMRI-AM-FM Marion, Ind., joins KLJC(AM) Kansas City, Mo., as program director.

Gifford Cummings, account executive, Teletape Productions, New York, appointed director of production sales, Quadruplex Commercial Productions Inc. there.

David Impastato, director, John Urie & Associates, Los Angeles, joins EUE/Screen Gems, New York, in same capacity.

Richard J. Bassman, TV packager, Creative Management Associates, Los Angeles, named associate director, ABC Circle Films, Hollywood.

Budd Weiner, director of operations, KNEW-TV San Francisco, joins Bay Promotions, Oakland, Calif., as director of TV syndication.

Will Roth, general manager, Recording Studios Inc., New York, joins Teletronics International, video-tape production firm there, as director of operations.

Jon Boettcher, senior producer-director, noncommercial WBRA-TV Roanoke, Va., appointed production director.

A. Price Broughton, with Southern Educational Network, Columbia, S.C., joins noncommercial WKNO-TV Memphis as production manager.

Hank Sommers, with WBNF-AM-FM Binghamton, N.Y., joins WINR(AM) there as music director.

Kenneth Harris, director, WCTI-TV New Bern, N.C., named production supervisor.

Paul R. Ballatine, with Telemation Productions, Glenview, Ill., appointed manager of market development.

News

Howard Hill, news director, WTAX-AM-FM Springfield, Ill., elected president, Illinois Associated Press Association.

Charles P. Arnot, bureau chief, ABC News, Saigon, appointed weekend manager, ABC Radio News, New York

Bill Fyffe, news director, WLS-TV Chicago, named news administrator, KTLA-TV Los Angeles.

Charles Arlington, with KFVB(AM) Los Angeles, joins KBBQ(AM) Burbank, Calif., as director of news.

Barry Mahler, general manager, Nortex

Broadcasting Co., former licensee of KLUR(FM) Wichita Falls, Tex., appointed news director, KLUR Broadcasting Co., new licensee of KLUR.

Mort L. Rosenblum, AP West Africa correspondent at Lagos, Nigeria, appointed head of AP operations in Malaysia.

Robert Papper, former PR director, Columbia University, New York, joins WCCO-TV Minneapolis as public affairs writer and producer.

Christine Lund, former news director, WLXT-TV Aurora, Ill., joins news staff of KGO-TV San Francisco.

Martyn K. E. Green, formerly cameraman, NBC, Southeast Asia, joins news staff, KJEO-TV Fresno, Calif.

Promotion

Ray Barath, director of promotion and advertising, WSOC-AM-FM-TV Charlotte, N.C., named community affairs director.

Harvey Mednick, director, audience promotion and advertising, RKO's KHJ-AM-FM Los Angeles, named audience promotion director, RKO General radio division, western region.

Tony Visk, promotion manager, WPRO-AM-FM Providence, R.I., joins WQXI-TV Atlanta in same capacity.

Yolanda Lozano Rios, with WOAI-TV San Antonio, Tex., appointed director of Mexican-American affairs.

Equipment & engineering

John H. Battison, consulting engineer with offices in Washington and Annapolis, Md., joins Carl E. Smith Consulting Engineers, Cleveland.

Bruce Singleton, chief engineer, WLCY-TV Tampa-St. Petersburg, Fla., named VP, engineering, WLCY Inc., licensee of WLCY-AM-FM-TV.

G. Earl Morgan Jr., engineering supervisor, WTOP-TV Washington, named technical operations supervisor.

Jesse L. Nickels, manager, professional electronic systems sales, RCA, Burbank, Calif., appointed manager, government and closed-circuit TV sales, in RCA broadcast systems division, Camden, N.J.

David R. Stott Jr., with Ampex Corp., joins CMX Systems, Sunnyvale, Calif., as director of marketing. CMX Systems is CBS-Memorex joint venture company to develop and manufacture advanced TV equipment and systems.

Merrill A. Trainer, manager of customer relations, RCA Commercial Electronic Systems, Camden, N.J., retires after 43 years of RCA service.

Richard Raiczuk, manager of marketing, AM and FM towers, Stainless Tower Co., North Wales, Pa., joins



Riding high with Bronson WBAP-TV, Fort Worth/ Dallas

26 colorful episodes
now available from



MGM
TELEVISION

CCA Electronics in newly created position of manager, customer service and contract administration.

George R. Bakker, branch manager, educational and industrial products division, Ampex Corp., named Midwest region sales engineer in firm's St. Louis office.

W. D. Harlow, with Sony Corp. of America, Houston, appointed district manager for video products in Louisiana and southern Texas.

Allied fields

Elie Abel, dean, Columbia university graduate school of journalism, New York, and former NBC News diplomatic correspondent, named Godfrey Lowell Cabot Professor of Journalism at the school. Appointment honors professor distinguished in international journalism.

James E. Pitt, director of public relations, Time Inc., New York, also appointed VP for communications, Na-

tional Center for Voluntary Action, Washington, group founded to assist volunteer organizations. He will direct Advertising Council campaign for Center and, working with chairman of Center's communications committee, Leonard Goldenson, president, ABC Inc., he will also be responsible for helping to enlist volunteers in media, advertising and PR.

Ernest Lee Jahncke Jr., one-time VP, standards and practices, NBC, New York, appointed director, American Humane Association eastern office ("Closed Circuit," July 20).

Anne Blair, Washington bureau chief, Triangle Stations, named to radio-TV advisory board, White House Conference on Children.

Deaths

Arthur Mermin, 49, member of Cahill, Gordon, Sonnett, Reindel & Ohl, New York law firm which has NBC among its clients, died July 28 in New York.

He is survived by his wife, Stephanie, two sons and daughter.

Howard A. Mayes, 59, news director, KDSX-AM-FM Denison-Sherman, Tex., died Aug. 5 of heart attack. He is survived by his wife, Mary Alice, two sons and one daughter.

Frances Farmer, 56, movie actress and air personality, WFBM-TV Indianapolis, died Aug. 2, apparently of throat cancer.

George King, 57, production supervisor for *Beverly Hillbillies* and *Green Acres* series, died Aug. 4 in Hawaii of heart attack. He is survived by his wife, Dorothy, and two daughters.

Samuel B. Mosher, 77, founder of Signal Oil & Gas Co., 49.9% owner of Golden West Broadcasters, Los Angeles group owner, died Aug. 5 at his home in Santa Barbara, Calif. He is survived by his wife and daughter.

Ken Cariker, 46, air personality, KOCO-TV Oklahoma City, died Aug. 6 there of heart attack. He is survived by his wife, Dorothy, and two daughters.

ForTheRecord®

As compiled by BROADCASTING, August 4 through August 11 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 authorization, 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

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss., (Lamar Life Broadcasting Co. et al.), TV

proceeding, granted Civic Communications Corporation's request for production of documents and its motion to compel answers to interrogatories by Lamar Life Broadcasting Co. to extent indicated in order, and granted motion for protective order and motion for additional time to respond to interrogatories and for protective order by Lamar Life Broadcasting Co. to extent indicated in order (Docs. 18845-9). Action July 24.

■ Hearing Examiner David I. Kraushaar in Home-wood and Birmingham, both Alabama, TV proceedings, set certain procedural dates and scheduled hearing for Dec. 7 (Docs. 15461, 16760-1 and 16758). Action Aug. 4.

Other actions

■ Review board in Jacksonville, Fla., TV proceeding, granted request for extension of time filed Aug. 5 by Broadcast Bureau (Docs. 10834, et al). Action Aug. 6.

■ Review board in Miami, TV proceeding, granted motion for extension of time, filed July 31 by Post-Newsweek Stations Florida Inc. to extent that time for filing responsive pleadings is extended to Aug. 12 (Docs. 18889-90). Action Aug. 3.

■ Review board in Miami, TV proceeding, granted

motion for additional extension of time filed Aug. 5 by Post-Newsweek Stations Florida Inc. (Docs. 18889-90). Action Aug. 6.

■ Review board in High Point, N.C., TV proceeding, granted petition for extension of time filed Aug. 5 by Broadcast Bureau (Docs. 18906-07). Action Aug. 6.

Rulemaking action

■ New Brunswick, N.J.—FCC denied petitions by Inter-Media Broadcasting Co. of New Jersey opposing commission action which would remove ch. 58 from Asbury Park with assignment to New Brunswick for ETV use. Show cause order in Doc. 18864 terminated. Action July 29.

Existing TV stations

Final actions

■ FCC denied request by attorneys for ETV program *The Advocates* asking for reconsideration of commission ruling of May 20 refusing to exempt program from equal opportunities provision of rules. Action July 29.

■ KBAK-TV Bakersfield, Calif.—Broadcast Bureau granted license covering utilization of formerly licensed auxiliary trans. and formerly licensed main ant. as auxiliary trans. and ant. at main trans. location. Action July 27.

■ KCSM-TV San Mateo, Calif.—Broadcast Bureau granted mod. of license covering change in aur. ERP to 2.09 kw. Action Aug. 4.

■ WNDU-TV South Bend, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 27, 1971. Action July 27.

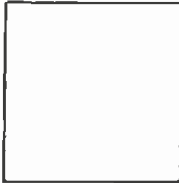

■ WLTV(TV) Bowling Green, Ky.—Broadcast Bureau granted CP to change aur. ERP to 30.2 kw; trans. location to off State Highway #67, ½ mile northeast of Rays Branch, Bowling Green; change type trans. and ant.; ant. height 740 ft.; conditions. Action July 27.

■ WMAA(TV) Jackson, Miss.—Broadcast Bureau granted license covering new station, and specify studio location as Eastover Dr. at Ridgewood Road, Jackson. Action July 28.

■ WKEF(TV) Dayton, Ohio—Broadcast Bureau granted license covering changes. Action Aug. 4.

■ WHP-TV Harrisburg, Pa.—Broadcast Bureau granted license covering changes; and granted license covering installation of auxiliary trans. and ant. Action July 24.

■ *WITV(TV) Charleston, S.C.—Broadcast Bureau granted mod. of CP to change ERP to vis. 129 kw, aur. 25.7 kw and ant. height 890 ft. Action Aug. 4.

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- WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted license covering changes. Action Aug. 6.
- WWBT(TV) Richmond, Va.—Broadcast Bureau granted CP to make changes in ant. system. Action July 27.
- WTAP-TV Parkersburg, W. Va.—Broadcast Bureau granted license covering utilization of former main trans. as auxiliary trans. at main trans. location. Action July 27.

Actions on motions

- Hearing Examiner Isadore A. Honig in Cheyenne, Wyo., (Frontier Broadcasting Co.), renewal of license of KFBC-TV, granted request by applicant and extended to Aug. 10, time to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797). Action July 27.
- Hearing Examiner Chester F. Naumowicz in Florence, S.C. (Daily Telegraph Printing Co. [WBTW(TV)]), TV proceeding, set certain procedural dates and scheduled hearing for Sept. 3 (Doc. 18650). Action Aug. 4.
- Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTW(TV)]), TV proceeding, set certain procedural dates and scheduled evidential phase of proceeding for Nov. 24 (Doc. 18880). Action Aug. 4.

Network affiliations

ABC

- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.
- WTHI-TV Terre Haute, Ind. (Wabash Valley Broadcasting Corp.) Contract dated July 10, replaces one dated May 16, 1968; effective July 26, 1970 to July 26, 1972. First call right. Programs delivered to Indianapolis AT&T testboard. Network rate, \$725; effective Dec. 1, 1970, \$678; compensation paid at 30% prime time.

CBS

- Formula: Same as ABC.
- WTHI-TV Terre Haute, Ind. (Wabash Valley Broadcasting Corp.) Amendment to contract dated Oct. 2, 1966, effective Oct. 2, 1966 to June 30, 1968 and self-renewable for two-year periods thereafter, reduces network rate from \$700 to \$678, effective Feb. 1, 1970; compensation paid at 32% prime time. First call right. Programs delivered to station.

New AM stations

Actions on motions

- Hearing Examiner Herbert Sharfman in Globe, Ariz., (Mace Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend his application with recent balance sheet (Doc. 18225). Action July 24.
- Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey, (Louis Vander Plate and Radio New Jersey), AM proceeding, granted petition by Radio New Jersey and extended to Aug. 14, time to submit proposed findings of fact and conclusions of law on all issues except community survey issue and to Aug. 24, time to file reply findings (Docs. 18251-2). Action July 24.
- Hearing Examiner Frederick W. Denniston in Circleville, Ohio, AM proceeding, on request by Scioto Broadcasting Co., applicant in Doc. 18857, dismissed with prejudice its application pursuant to rules (Docs. 18856-8). Action Aug. 3.
- Hearing Examiner Ernest Nash in Broadway-Timberville and Charlottesville, all Virginia, AM proceeding, on request by Broadcast Bureau, rescheduled prehearing conference for Sept. 14; postponed Sept. 23 hearing (Docs. 18903-4). Action Aug. 4.

Other actions

- Review board in Sylacauga, Ala., AM proceeding, denied motion for extension of time filed July 31 by University Broadcasting Co. (Docs. 18898-18900). Action Aug. 4.
- Review board in Honolulu, AM proceeding, granted to extent indicated and denied in all other respects, motion to enlarge issues, filed June 18 by Hawaiian Paradise Park Corp. (Doc. 18819). Action July 30.
- Review board in Ponce, P.R., AM proceeding, granted to extent indicated and denied in all other respects, motion to enlarge issues, filed April 13 by Zaba Radio Corp., Ponce, P.R. (Docs. 18564 and 18566). Action July 23.

Summary of broadcasting

Compiled by FCC, July 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,275	2	11	4,288	82	4,370 ¹
Commercial FM	2,089	0	37	2,126	134	2,260
Commercial TV-VHF	493	2	15	510	13	524
Commercial TV-UHF	137	0	44	181	115 ²	299
Total commercial TV	630	2	59	691	128	823
Educational FM	395	0	21	416	46	462
Educational TV-VHF	76	0	6	82	7	89
Educational TV-UHF	97	0	11	108	15	123
Total educational TV	173	0	17	190	22	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

■ Review board in Chattanooga, Tenn., AM proceeding, granted petition for extension of time, filed Aug. 5 by Jay Sadow (Docs. 18901-02). Action Aug. 7.

■ Review board in Centreville, Va., AM proceeding, granted motion for extension of time filed July 31 by Centreville Broadcasting Co. (Doc. 18888). Action Aug. 4.

Existing AM stations

Final actions

- WKKO Cocoa, Fla.—FCC granted renewal of license. Action July 8.
- WINU Highland, Ill.—Broadcast Bureau granted CP to change from 1510 kc, 250 w, DA-D to 1510 kc, 1 kw, DA-D; install new trans. and make changes in DA system; conditions. Action Aug. 4.
- WAVE, Louisville, Ky.—Broadcast Bureau granted license covering mod. of auxiliary trans. Action Aug. 5.
- WKLO Louisville, Ky.—Broadcast Bureau granted license covering use of present main night trans. as auxiliary day trans. Action Aug. 5.
- WWL New Orleans—Broadcast Bureau granted mod. of CP to make change in auxiliary ant. Action July 27.
- KLNG, Omaha—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Aug. 5.
- KOBY, Reno—Broadcast Bureau granted mod. of CP to change MEOV's and ground system. Action July 27.
- WARR Warrenton, N.C.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to U.S. Rt. 158A, 0.88 mile NW of Junction State 58, Warrenton; conditions. Action July 27.
- WWSF Loretto, Pa.—Broadcast Bureau granted CP to increase daytime power from 250w, Unl. to 250w, 1kw-U. and install trans.; condition. Action July 27.
- WKKR Pickens, S.C.—FCC granted stay of action dismissing application of Pick Radio Co. for renewal of license of WKKR until decision has been reached on licensee's petition for reconsideration. Action Aug. 5.
- WPTN Cookeville, Tenn.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 5.
- WTNN Millington, Tenn.—Broadcast Bureau granted mod. of license covering change in corporate name to Shelby County Broadcasting Co. Action July 27.
- KVET Vernal, Utah—Broadcast Bureau granted CP to change frequency from 1250kc to 920kc; remote control permitted; condition. Action July 27.

Action on motion

■ FCC Complaints and Compliance Division Chief William B. Ray in response to complaint by Mrs. Bella S. Abzug, Democratic candidate for Con-

gress for 19th district of New York, that WOR New York City, refused her request that she be permitted to use time to which she was entitled by presenting short statements as many times as necessary to equalize time utilized by her Republican opponent, (WOR air personality) has informed station's licensee, RKO General Inc., that commission would make no definite ruling in matter but would rather rely upon outcome of "good faith," reasonable negotiations between both parties to resolve conflict. Action Aug. 7.

New FM stations

Starts authorized

- WQIX(FM) Horseheads, N.Y.—Authorized program operation on 100.9 mc, ERP 3 kw, ant. height above average terrain minus 104 ft. Action July 2.
- KSLM-FM Salem, Ore.—Authorized program operation on 105.1 mc, ERP 100 kw, ant. height above average terrain 850 ft. Action July 2.
- WAEL-FM Maricao, P.R.—Authorized program operation on 96.1 mc, ERP 10.5 kw, ant. height above average terrain 1950 ft. Action July 1.

Final actions

- Phoenix City, Ala.—Chattahoochee Broadcasting Co. Broadcast Bureau granted 100.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 2131, Columbus, Ga., 31902. Estimated construction cost \$25,232; first-year operating cost \$25,680; revenue \$46,000. Principals: James K. Sanders, sole owner. Mr. Sanders is sales manager of WCLS(AM) Columbus, Ga. Action July 22.
- Yuma, Ariz.—Broadcast Bureau granted Lan-Jol Enterprises 95.1 mc, 25 kw. Ant. height above average terrain 76 ft. P.O. address: 841 Avenue G., Yuma 85364. Estimated construction cost \$43,660.41; first-year operating cost \$38,787.64; revenue \$85,932. Principals: Robert Hardy Langill and Joel Eugene Pollard (each 50%). Messrs. Langill and Pollard each own 50% of swimming pool service, sales, house rentals and candle shop. Mr. Langill is program director-announcer for KBLU-TV Yuma. Action Aug. 4.
- Lafayette, Ind.—Tiprad Broadcasting Co. Broadcast Bureau granted 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 1000 Ortman Lane, Lafayette 47905. Estimated construction cost \$6,880; first-year operating cost \$12,000; revenue \$15,000. Principals: David M. Stevenson 70%, John C. Ribbens 20% and Robert E. Goris 10%. Action Aug. 4.
- Fredericksburg, Tex.—Gillespie Broadcasting Co. Broadcast Bureau granted 101.1 mc, 100 kw. Ant. height above average terrain 650 ft. P.O. address: Box 311, Fredericksburg 78624. Estimated construction cost \$21,773; first-year operating cost \$15,000; revenue \$23,800. Principals: Norbert Fritz, president, et al. Mr. Fritz is general manager, secretary and owns 1/3 interest in Fredericksburg Cable Corp. and has farming and ranching interests. Action July 22.

Initial decision

■ Athens, Tenn.—Athens Broadcasting Inc. Hearing Examiner Thomas H. Donahue in initial decision recommended granting 98.3 mc, 2.2 kw. Ant. height above average terrain 345 ft. P.O. address: 110A Jackson Street, NE, Athens 37303. Estimated construction cost \$20,588.60; first-year operating cost \$30,000; revenue \$40,000. Principals: William P. Atkins, vice president, et al. Principals own WLAR(AM) Athens. Action July 29.

Other actions

■ Review Board in Rockmart, Ga., FM proceeding, granted motion for extension of time, filed Aug. 3 by Faulkner Radio Inc. (Doc. 18314). Action Aug. 5.

■ Review Board in New York, FM proceeding, adopted order granting petitions for leave to amend filed by Fairleigh Dickinson University and New York University on June 10 and June 30; approved Share-Time Agreement dated May 25 between New York University and Fairleigh Dickinson University. (Docs. 17454-55). Action Aug. 6.

■ Review Board in Gahanna, Ohio, FM proceeding, granted motion for further extension of time, filed Aug. 5 by Christian Voice of Central Ohio. (Docs. 18308-18793). Action Aug. 7.

Action on motion

■ Hearing Examiner Jay A. Kyle in Pittston, Pa., FM proceeding, scheduled oral argument on petition for leave to amend by applicant for Aug. 17; and by separate action, on motion by applicant, rescheduled evidentiary hearing for Sept. 24 (Doc. 17885). Action July 31.

Existing FM stations

Final actions

■ WAHR(FM) Huntsville, Ala.—Broadcast Bureau granted request for 67 kc. Action Aug. 5.

■ KOST(FM) Los Angeles—Broadcast Bureau granted mod. of CP to make changes in trans. equipment; ERP 4.2 kw. Action Aug. 4.

■ KLGa-FM Algona, Iowa—Broadcast Bureau granted mod. of CP to make changes in trans. line; ERP 2.80 kw. Action Aug. 4.

■ WXRA(FM) Woodbridge, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 24, 1971. Action July 28.

Action on motion

■ Hearing Examiner Thomas H. Donahue in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting, Inc. and WPOW Inc.), FM proceeding, granted motion by Functional Broadcasting Inc. to correct transcript; and by separate action, granted motion by WPOW Inc. to correct transcript (Docs. 18210-2). Action July 24.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for the following UHF and VHF translators: K73AL Truth or Consequences, N.M.; K708Z, K78AV and K83AG all Gallup, New Mexico; K68AC Indian Village, Ft. Wingate and Thoreau, all New Mexico; K74AZ Gallup, N.M.; K74DJ Zuni and Ramah, both New Mexico; K82BJ Tohatchi, K72CG Alamogordo and Holloman AFB, K74CY Horse Springs, K83BK Carrizozo, Tularosa and La Luz, K83BL Montoya and Newkirk, K70CT Near Farmington, K75AC and K80BH both Farmington, K73BB Farmington-Bloomfield Highway and Huerfano Bloomfield Highway area, K77BH and K83AT both Farmington-Bloomfield Highway and Huerfano Bloomfield Highway area, K70BT Santa Rosa, K78AS Santa Rosa and Commerce, K83AB Santa Rosa, K74BO Santa Rosa, K72CN Indian Village and Fort Wingate, K72AX, K76AS and K80AB all Tucumcari, K02EW, K06EV and K11IE all Mescalero, K09CG Cimarron and Dawson, K11AV Cimarron and Dawson, K07AS, K09IG and K11FD all Cliff-Gila, K08ES Red River, K09IA and K11JD both Conchas Dam and Garita, K11GL Farley, K03CU Folsom, K13IL Fort Sumner, K11II Crownpoint, K06DX and K11HB both Hillsboro, K12GK Farmington, K06ED Las Vegas, K11EV, K09EP and K06CU all Grants and Milan, K06EH Silver City, K11HK and K06AW both San Lorenzo and Mimbres Valley, K07FH San Lorenzo, K11IK Mora, K06EF Organ, K02EF, K06FP and K11IZ all Penasco, K02ES Silver City and surrounding area, K07EB Pinos Alton, Fierro, Hanover and Santa Rita Arenas, Arenas Valley and Hurley Silver City and north suburban area of Silver City, K11DU Silver City, K06DB and K08EA both Raton, Springer and Maxwell, K10BO Raton, K02EP, K06EI and K11HQ all Reserve, K02EU, K06EM, K09AW and K11AW all Roy, K06GL Des Moines and Grande, K03BP and K08BC both Springer, K02EH, K05DR and K08GI all Ute Park, K11JB, K06FV and K09IY all Vermejo Park, K02EY Zuni, K09FR and K11CD both Zuni Pueblo, and K06BN and K02BM Wagon Mound, and K09CR Wagon Mound, all New Mexico and K08DC Hayden, Colo. Action July 30.

■ Broadcast Bureau granted renewal of licenses for following and their co-venting auxiliaries: WABD Fort Campbell, Ky.; WADM Decatur, WAMW Washington, WAOV Vincennes, WARU Peru, and WATI Indianapolis, all Indiana; WATO Oak Ridge, Tenn.; WAVE Louisville, Ky.; WAZY Lafayette and WBAT Marion, both Indiana; WBGW Bowling Green, Ky.; WBNT Oneida, Tenn.; WBRI Indianapolis; WCBK Martinsville, Ind.; WCLE Cleveland, and WCMT Martin, both Tenn.; WCNB Connersville, Ind.; WCPH Etowah, Tenn.; WCTT Corbin, and WCYN Cynthia, both Ky.; WDIA Memphis, WCKN Dickson, and WDXL Lexington, all Tenn.; WFIA Louisville, and WFKN Franklin, both Ky.; WFLI Lookout Mountain, Tenn.; WFLW Monticello, Ky.; WFWL

Camden, Tenn.; WGBF Evansville, Ind.; WHBT Harriman, Tenn.; WHIC Hardinsburg, Ky.; WHLT Huntington, Ind.; WHUB Cookeville, Tenn.; WIMS Michigan City, and WIOU Kokomo, both Ind.; WIZO Franklin, Tenn.; WJCD Seymour, Ind.; WJKM Hartsfield, and WKBK Milan, both Tenn.; WKBV Richmond, Ind.; WKCT Bowling Green, and WKDO Liberty, both Ky.; WLAR Athens, WLII Shelbyville, and WLIL Lenoir City, all Tenn.; WLKS West Liberty, and WLOC Munfordville, both Ky.; WMCT Mountain City, and WMPM Memphis, both Tenn.; WMTC Vanleave, and WMTL Leitchfield, both Ky.; WNAH Nashville; WNBK Murray, Ky.; WNOO Chattanooga; WNWJ Valparaiso, Ind.; WOPI Bristol, Tenn.; WPDE Paris, Ky.; WPHC Waverly, and WPTN Cookeville, both Tenn.; WRSL Stanford, Ky.; WSBT South Bend, Ind.; WTJS Jackson, Tenn.; WTLO Somerset, Ky.; WTRC Elkhart, Ind.; WTTL Madisonville, Ky.; WTTT Bloomington, and WWCA Gary, both Ind.; WYSH Clinton, Tenn.; WAAW(FM) Murray, and WABD-FM Fort Campbell, both Ky.; WADM-FM Decatur, WAJC(FM) Indianapolis, WAOV-FM Vincennes, and WARU-FM Peru, all Ind.; WATO-FM Oak Ridge, Tenn.; WAZY-FM Lafayette, Ind.; WBNT-FM Oneida, Tenn.; WCBK-FM Martinsville, Ind.; WCLE-FM Cleveland, and WCMT-FM Martin, both Tenn.; WCNB-FM Connersville, Ind.; WCTT-FM Corbin, Ky.; WCKN-FM Dickson, WDOO-FM Chattanooga, WDXL-FM Lexington, and WEZK(FM) Knoxville, all Tenn.; WFDI(FM) Columbia City, WFIM(FM) Elkhart, and WFIU(FM) Bloomington, all Ind.; WFMG(FM) Gallatin, Tenn.; WFML(FM) Washington, Ind.; WFTM-FM Maysville, WGOH-FM Grayson, and WHKK(FM) Erlanger, all Ky.; WHNR(FM) McMinnville, and WHUB-FM Cookeville, both Tenn.; WIFF-FM Auburn, Ind.; WIZO-FM Franklin, Tenn.; WJCD-FM Seymour, Ind.; WJCW-FM Johnson City, and WKBK-FM Milan, both Tenn.; WKBV-FM Richmond, and WKMO(FM) Kokomo, both Ind.; WKRK(FM) Louisville, WLBJ-FM Bowling Green, WLIL-FM Lenoir City, and WLOC-FM Munfordville, all Ky.; WLOM(FM) Chattanooga; WMCB-FM Michigan City, Ind.; WMPM-FM Memphis; WMTL-FM Leitchfield, Ky.; WMTN-FM Morristown, Tenn.; WPDE-FM Paris, Ky.; WPTH(FM) Fort Wayne, Ind.; WPTN-FM Cookeville, Tenn.; WRBR(FM) South Bend, Ind.; WRSL-FM Stanford, Ky.; WRSW-FM Warsaw, and WSBT-FM South Bend, both Ind.; WSEV-FM Sevierville, Tenn.; WSMJ(FM) Greenfield, Ind.; WSTO(FM) Owensboro, Ky.; WTCV(FM) Memphis, and WTJS-FM Jackson, both Tenn.; WTTV-FM Bloomington. WVTL(FM) Monticello, and WWHC(FM) Hartford City, all Ind.; WATE-TV Knoxville, WBBJ-TV Jackson, and WBIR-TV Knoxville, all Tenn.; WERT(TV) Evansville, Ind.; WHAS-TV Louisville, Ky.; WJHL-TV Johnson City, Tenn.; WLBC-TV Muncie, Ind.; WLKY-TV Louisville, and WPSD-TV Paducah, both Ky.; WRCB-TV Chattanooga; WSBT-TV South Bend, WSJV(TV) Elkhart, WBDG(FM) Indianapolis, WBBE-FM North Manchester, and WBST(FM) Muncie, all Ind.; WBYN(FM) Chattanooga; WEKU-FM Richmond, Ky.; WETL(FM) South Bend, WEVCFM(FM) Evansville, and WFCL(FM) Franklin, all Ind.; WFHC-FM Henderson, Tenn.; WFPK(FM) and WFPL(FM) both Louisville, Ky.; WGC(FM) Goshen, WGRE(FM) Greencastle, WGVF(FM) Gary, WHJE(FM) Carmel, WIAN(FM) Indianapolis, and WISU(FM) Terre Haute, all Ind.; WKCS(FM) Knoxville, and WMOT(FM) Murfreesboro, both Tenn.; WNAS(FM) New Albany, Ind.; WNAZ-FM and WPLN(FM) both Nashville; WPSR(FM) Evansville, Ind.; WSSC(FM) Somerset, Ky.; WSMC-FM Collegedale, Tenn.; WSNF-FM Notre Dame, Ind.; WUOT(FM) Knoxville, Tenn.; WVSH(FM) Huntington, and WWHI(FM) Muncie, and WCAE(TV) St. John, all Ind.; WDCN-TV Nashville; WKNO-TV Memphis; WKPC-TV Louisville, Ky.; WSIK-TV Sneedville, Tenn.; WTIU(TV) Bloomington, and WVUT(TV) Vincennes, both Ind.; WLJT-TV Lexington, and WATE Knoxville, both Tenn.; WAXU Georgetown, Ky.; WBAA West Lafayette, Ind.; WBFJ Woodbury, Tenn.; WHOP-AM-FM Hopkinsville, Ky.; WHUT Anderson, WTRC and WNAP(FM) both Indianapolis, and WLO-AM-FM Frankfort, all Ind.; WJBE Knoxville, and WJCW Johnson City, both Tenn.; WIOB Hammond, Ind.; WKTN Kingsport, Tenn.; WKKS Vanceburg, Ky.; WKXX Knoxville, and WKYZ Madisonville, both Tenn.; WLRC-AM-FM Muncie, Ind.; WLBJ Bowling Green, Ky.; WLBK I. banon and WLCK Scottsville, both Ky.; WBLK Lenoir City, Tenn.; WCR-AM-FM Benton, Ky.; WERK Muncie, and WGL Ft. Wayne, both Ind.; WGOV Chattanooga; WHAI-AM-FM Shelbyville, Tenn.; WHAS-AM-FM Louisville, Ky.; WHBU Anderson, Ind.; WHDM McKenzie, Tenn.; WLLS Hartford, Ky.; WLSB Connerhill, Tenn.; WLYV Ft. Wayne, Ind.; WMTN Morristown, and WMTS-AM-FM Murfreesboro, both Tenn.; WNGO-AM-FM Mayfield, Ky.; WOCH-AM-FM North Vernon, Ind.; WOMI-AM-FM Owensboro, Ky.; WOWO Ft. Wayne, Ind.; WPIC Collierville, Tenn.; WRSW Warsaw, Ind.; WFSF Somerset, Ky.; WTCA-AM-FM Plymouth, WTCJ Tell City, WVAK Paoli, WCRD(FM) Bluffton, and WFBM-FM Indianapolis, all Ind.; WFUL-FM Fulton, Ky.; WHLT-FM Huntington, WHME(FM) South Bend, and WJMK(FM) Plainfield, all Ind.; WJRS-

FM Jamestown, Ky.; WKJG-FM-TV Fort Wayne, Ind.; WKTA(FM) McKenzie, Tenn.; WLAP-FM Lexington, WLCK-FM Scottsville, WLJC(FM) Beattyville, and WMSK-FM Morganfield, all Ky.; WOP1-FM Bristol and WORM(FM) Savannah, both Tenn.; WPER(FM) Terre Haute, Ind.; WSAC-FM Fort Knox, Ky.; WTHI-FM and WVTM(FM) both Terre Haute, Ind.; WWXL-FM Manchester, Ky.; WYSH-FM Clinton, Tenn.; WECI(FM) Richmond, Ind.; WPKY-FM Morehead, and WAVE-TV Louisville, both Ky.; WFIE-TV Evansville, WTHI-TV Terre Haute, both Ind.; WTVG(TV) Chattanooga; WTVW(TV) Evansville, and WTVQ(TV) Terre Haute, both Ind.; WKAS(TV) Ashland, WKGB(TV) Bowling Green, WKHA(TV) Hazard, WKLE(TV) Lexington, WKMA(TV) Madisonville, and WKSO(TV) Somerset, all Ky.; WKZT(TV) Elizabethton, all Ky.; WHBO-AM-FM Memphis; WKMR(TV) Morehead, WKMU(TV) Murray, WKON(TV) Overton, and WKPI(TV) Pikeville, all Ky.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-venting auxiliaries: WTRO-FM Dyersburg, and WYFY-FM Columbia, both Tennessee; WBKY(FM) Lexington, Ky.; WANE-TV Fort Wayne, Ind.; WDEF-TV Chattanooga; WEBM-TV and WISH-TV, both Indianapolis; WLAC-TV Nashville; WLWI(TV) Indianapolis; WNDU-TV South Bend, WPTA(TV) Roanoke and WTTV(TV) Bloomington, all Indiana; WSEV Sevierville, Tenn.; KAPB Marksville, KASO Minden, KVCL-AM-FM Winnfield and KWRG New Roads, all Louisiana; WAGL Lancaster, S.C.; WAUG Augusta, Ga.; WCOG Meridian, Miss.; WEIF Moundsville, W.Va.; WJAM Marion, Pa.; WMEL Pensacola, Fla.; WOTW Latrobe, Pa.; WSMB New Orleans; WVOM Iuka, Miss., and WYAL Scotland Neck, N.C. Actions, July 31.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: *KTSC(TV) Pueblo, Colo., to Jan. 28, 1971; *WSIE(FM) Edwardsville, Ill., to Oct. 1; *WEYI(TV) Indianapolis, Ind., to Jan. 28, 1971; *WHY-FM Springfield, Mass., to Jan. 16, 1971; WTCN-TV Minneapolis to Jan. 28, 1971; *KSMO-TV Anaconda, Mont., to June 17, 1971; *KEON(FM) Sparks, Nev., to Jan. 24, 1971. Action July 28.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WDHN(TV) Dothan, Ala., to May 20, 1971; KSTP-TV St. Paul to Feb. 5, 1971; WKNO-TV Memphis to Feb. 5, 1971; *KUED(TV) Salt Lake City to Feb. 5, 1971. Action Aug. 5.

Other actions, all services

■ FCC granted CBS Inc. authority to continue to deliver network radio and TV programs to stations in Canada. Petition by WBEN Inc., licensee of WBEN-TV Buffalo, N.Y., (CBS-affiliated TV station) to deny authorization was denied by commission. Action Aug. 7.

■ FCC adopted, in response to petition by National Association of Broadcasters and requests by individual broadcasters, notice of inquiry and notice of proposed rulemaking for possible amendment of rules regarding operator requirements for AM and FM stations to explore ways to relax routine operator requirements and improve quality of supervising first-class operator. (Doc. 18930). Action July 29.

■ FCC postponed effective date of amendments relating to FM and TV non-commercial educational stations until Sept. 30. Effective date had been Aug. 4. Action July 31.

■ Hearing Examiner Chester F. Naumowicz in San Francisco, (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, ordered interrogatories 2(e) and 3 satisfied by Chronicle's offer to exchange investigative reports, and interrogatory 5 shall be answered (Doc. 18500). Action Aug. 4.

■ WFAN-TV and WOOK(AM) both Washington—Hearing for renewal application of United Television Co. for its UHF station WFAN-TV, ch. 14, Washington, and of United Broadcasting Co., for its AM WOOK, Washington, and mutually exclusive application of Washington Community Broadcasting Co. for 1340 kc will be resumed on July 27. Hearing had been stayed in an order adopted July 6, because of unavailability of hearing examiner. Action July 23.

Translator actions

■ Broadcast Bureau granted CPs for following UHF and VHF translators: County of San Bernardino, County Service Area #29 Translator Division, Lucerne Valley, Calif., to serve Lucerne Valley, Calif., on ch. 76 by rebroadcasting KNXT(TV); ch. 78 by rebroadcasting KNBC(TV) and ch. 80 by rebroadcasting KABC-TV, all Los

(Continued on page 70)

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Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Major market station looking for an experienced program manager. Must have background that emphasizes dedication to job so necessary to succeed in highly competitive area. Responsibilities of this position will be well known to person we are seeking. Excellent working conditions as well as employee benefits. Send complete resume to Box H-217, BROADCASTING.

Sales manager for top rated fulltime AM Negro programed station in Richmond, Va. Starting salary \$15,000, plus both monthly and annual bonuses. We want a man who can both sell and supervise sales. Company insurance and many other benefits. If you want a good job with a hard working little company where you're important contact George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Help Wanted Sales

Wanted salesman for large suburban FM market. We need a man who can sell FM radio in one of Illinois' richest counties. The sky is the limit money-wise. If you can sell you'll make more than the boss. Prove you can sell and you're on our payroll. Send resume, and track record. Box H-86, BROADCASTING.

Before school starts and before you endure another long cold winter make that move to Florida now! A beautiful tropical city on the ocean working with the best radio station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resumé! Yes . . . management opportunity but prove yourself first.

Exceptional opportunity for experienced local radio sales manager at well established, highly profitable midwestern station, number one in market, MOR format . . . company stock listed . . . fringe benefits, including company paid profit sharing plan, life, hospitalization and disability insurance. Salary plus incentive bonus. Successful applicant must have previous personal and administrative sales experience . . . this is a lifetime position and opportunity. Send resume, references and other important information to Box H-136, BROADCASTING.

New jingle company in the midwest needs on the road salesman to develop nationally. Young and creative, this company offers a superior product at extremely competitive rates. An excellent chance to get in on the ground floor of what will be the nation's number one production house. Must be willing to work yours as well as neighboring states. We've got a quality product, now here's your opportunity to sell it. Box H-165, BROADCASTING.

Salesman looking for opportunity. Midwest station needs one salesman to cover the area and one additional salesman in town. We offer nice fringe benefits and an opportunity to earn better than average earnings. If you can do play-by-play you'll earn even more. Only those who aren't afraid to make ten calls a day need apply. Send complete resume, past sales history and salary requirements to Box H-173, BROADCASTING.

Leading Chicago FM station has immediate opening for ambitious salesman with strong agency experience. Take over top agency list. Earnings unlimited, with excellent salary plus commissions. Many benefits for the man who qualifies for this high income opportunity. Box H-235, BROADCASTING.

First class ticket—sales—announcing helpful: KHIL-Willcox, Arizona.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLSS/KSMN. Mason City, Iowa.

Real opportunity, number one, AM MOR station, 200,000 plus population, metro New England two station market. Large potential account list. Excellent guarantee against 15% commission. Fullest fringe benefits. Send resume, photo, work and credit references, WCAP, Lowell, Mass. 01852.

Experienced salesman for fulltime AM station in Richmond, Va. Start with \$10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Sales continued

Media rep by W-LEE, Richmond's #1 contemporary station. Excellent account list. Large group owner. Top fringe benefits including profit sharing, retirement. High commissions. Move up to number one. Experienced self-starter. Call Howard Keller 703-288-2835 or write WLEE, P.O. Box 8477, Richmond, Va. 23226.

Announcers

Medium market station looking for P.D. to help regain lost numbers—excellent opportunity for right man—mild climate—salary commensurate with background & ability—personal production important. Send resume, tape and photo to Box G-208, BROADCASTING.

All-around man, announcing and production. Need experienced up-tempo MOR personality with play-by-play ability. Ideal working conditions in modern studios. Number one AM in expanding county near large eastern metro market. Good salary and fringe benefits. Box H-61, BROADCASTING.

Announcer-copywriter-newsman: South Carolina regional station has opening for September. Prefer experienced applicant, but will consider all applications. Send resume, photo, tape that will be returned. Salary open depending on qualifications and experience. Agricultural area, hour's drive from beach. Write Box H-118, BROADCASTING.

Ohio major market swingin' MOR has fine opportunity for experienced personality. Should have interest in music programming. Send tape, picture and resume. Box H-188, BROADCASTING.

Announcer with first class ticket for MOR small market in the East. We want versatility. Send 7 1/2 tape and details of experience to Box H-200, BROADCASTING.

Interesting person is how we could best describe the radio air talent we are seeking. Previous track record as an announcer should show the capability of winning in a very competitive Midwest major market. We have the best of working conditions and an outstanding employee benefit program. Send resume of experience, audition tape and salary history to Box H-215, BROADCASTING.

Lively, happy morning man for MOR adult audience. Stable, group operation. First phone preferred, no maintenance. Excellent medium-sized midwest market. Good staff, good equipment, we need a good man. Could handle talk show, too. Send brief resume now, will arrange interview in confidence. Box H-218, BROADCASTING.

Penna. 10,000 watt, contemporary music station needs one experienced, upbeat night man. No screamer . . . strong on news and commercials. Excellent working conditions and complete fringe benefits. Salary based on ability and experience. Send tape, resume and salary requirements with first reply to Box H-222, BROADCASTING.

Virginia. 125,000 market. Bright MOR. Need mature personality to do four hour airshift and commercial production. No beginners, please. \$125/week. Send aircheck, photo, resume first letter. Box H-236, BROADCASTING.

Information station needs morning man. Top pay. Send tape and resume. Open now. KOLY, Moberge, S.D.

Unusually good smaller market station needs morning drive personality to gather local news, conduct interviews, produce "actualities", and do bright, informative morning show. This station has been responsible for developing several nationally known heavyweights. Must be bright, aggressive, stable, articulate and mature. Contact Buddy Deane, KOTN, Pine Bluff, Arkansas.

WBBO AM/FM, Augusta, Georgia, 30903, is accepting applications for the morning show. 24 hour personality contemporary station with top equipment and working conditions. Solid number one for nine years. A friendly professional operation. Send tape and resume to Harley Drew, Box 1443.

Top 10 market east coast rocker seeking experienced pro to fill excellent time slot. Must be hard working, dedicated and mature. Excellent references and a stable record a must. Send tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Virginia. No phone calls please.

Announcers continued

Wanted—experienced, aggressive young man to direct announcing staff at 50 kw contemporary station—contact Johnny Eagle, WFLL, Chattanooga, Tennessee 37419—Phone, 615-821-3555.

Announcer, radio. Modern country deejay. Excellent working conditions with group ownership. Good salary, other benefits. Sharp, with good voice and commercial delivery. First phone license required. Contact Mr. Hill, WJAZ Radio, Albany, Georgia.

We need you but we won't promise anything we can't deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write Arch Harrison, WJMA, Orange, Va. 22960.

Format MOR station needs evening and week-end announcer. 40-hour, 5-day week. Run own board. No ticket needed. Full benefits. Rush tape and resume to: Program Director, WROW, Albany, New York 12201.

Wanted: An announcer with "rock" background. Copy writing experience necessary! Send resume, tape and salary requirements in first letter. Tad Murray, WSAC Radio, Box 70, Fort Knox, Kentucky 40121.

Replacement needed for announcer being promoted in our corporation. Better than average salary, forty two hours, five day week. All fringe benefits with this multiple ownership. Must be strong on commercials and good board man. MOR music policy. Immediate opening. Good opportunity for reliable man. Send recent tape, picture, and complete experience record and all personal information including references. No phone calls but include phone number. Address Hal Barton, P.D., WTAD Radio, Quincy, Illinois 62301.

Building permanent, happy staff, need first-phone announcer with mature voice; no floater or "character" will fit. 5 kw daytimer plus FM, MOR, 50 miles from Detroit. Send resume and tape to WTHM, Lapeer, Michigan 48446. (313) 664-8555.

If you're experienced, if you have a first class license, if you would like living in a small town in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7 1/2 audition tape to WVSC, Somerset, Pa. 15501.

Rare opening for better than average beginner that wants to start at the bottom and move his way up with progressive FM in small, beautiful Indiana community. We offer unlimited future for the hard working, intelligent applicant. 219-244-7700.

You're in your twenties . . . loaded with soul . . . a great swinger for the morning slot . . . so, soul brothers, send your audition's, photo's, resume to Dave Oliver, P.O. Box 5156, Chattanooga, Tennessee, Now! No phone calls please.

Small market radio, need 1st phone who would like to do sales and service work, preferable 30 or over, no limited age, good working conditions, beautiful location to live for the right person, send all correspondence to Dr. C. C. Smith, 389 Glenn Avenue, West Liberty, Ky. 41472.

Technical

Chief engineer, AM-FM multi-station chain. Excellent salary, paid hospitalization and advancement opportunities. Box H-84, BROADCASTING.

Chief engineer for AM and FM, Washington, D.C. area. Also, opening for qualified operating and maintenance technician. Mail complete resume with references. BROADCASTING Box H-167.

Major market group owned and operated 50 kw station is interviewing candidates for staff technician recording and production. Experience essential. Salary commensurate with experience first phone. Box H-229, BROADCASTING.

Tacoma calling: KTAC 10,000 watt 850 KC rocker needs chief engineer for 4 antenna directional remote operation plus FM. Man must be able to climb towers. Prefer Northwest man with rock-jock experience and sound know how. Contact: Jim Neely, General Manager, 206-475-7737.

Technical continued

Chief engineer, radio. First phone license, maintenance experience required. Excellent working conditions with group ownership. Good salary, other benefits. Some announcing. Contact Mr. Hill, WJAZ Radio, Albany, Georgia.

Engineer for top eastern independent, good technical man to build and maintain equipment. 1st ticket. No announcing. Call chief engineer: 215-696-3690.

News

Important station in York-Lancaster-Harrisburg area needs professional, hard working news director. Nice area to live. Interesting area for a newsman. Send tape, resume, salary requirements to Box H-208, BROADCASTING.

Midwest station in top 15 market looking for an aggressive, dedicated newsman. Previous experience must show ability to seek, write and report local news. Facilities and employee benefits program. Send resume and audition tape to Box H-216, BROADCASTING.

Large, medium market station in Midwest wants experienced newsman to join seven-man news staff. Man we are seeking must be an excellent writer, reporter and air man. Send resume, air check and writing samples to: Jerry Reid, News Director, KSTT, Inc., P.O. Box 3788, Davenport, Iowa 52808.

Northeastern New York CBS affiliate needs news director who is fully qualified and experienced in interviewing, and in gathering, writing, editing and delivering news and editorials on the air. We offer a permanent position, comfortable salary, automobile, dominant coverage, and 35 year reputation for outstanding news. Send resume, salary requirements, tape, photo and sample stories airmail to: Lewis Edge, WEAU AM/FM, Plattsburgh, N.Y. 12901. The Plattsburgh Broadcasting Corp.

New owner: "Build me a winner!" Want to help? I'll expect a lot. CBS talker for Hartford. Young, exciting staff. Chuck Crouse, News director, WINF, Manchester, Conn. 06040.

Programing, Production, Others

Professional basketball play by play—Top rated station in top 30 market with heavy sports involvement seeks top caliber sports director to originate network broadcasts, do daily sports show as well as cover other top-flight sporting events year round. Send tape, resume airmail to Box G-209, BROADCASTING.

Sports director must be able to dig out the local sports news over a wide area. Play-by-play of all sports. Emphasis on high school. Big station in small town covering a big area. Job is 80% sports and 20% production and board work. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

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.

K/ONE, Reno, Nevada changing formats to Town & Country sound. Need experienced C & W PD-music director. Send resume and tape to Dave Newman, K/ONE, Box 1928, Reno, Nevada, or call (702) 329-9261.

Station executive, well-organized, and experienced in administration and programing, for year-round public stereo station. M.A. preferred. Opportunity for free graduate work. Send picture, tape, and resume to WFSU-FM, Florida State University, Tallahassee, Florida 32306.

Wanted: Operation director for 200,000 market—no. 1 AM rocker—FM automated MOR. Must be qualified in all phases of radio. Excellent location and opportunity. Call or write—General Manager, WSAC, Box 70, Fort Knox, Kentucky 40121, 502-351-3121.

Contemporary program director for hit-bound Indiana day timer. Must have successful programing experience and no audience analysis or have five years contemporary experience right voice first phone talk show ability helpful. 317-664-9466.

Situations Wanted

Management

Operations director or publicity position sought. Energetic, medium market administrator, under 30. Background: AM&FM stereo programing . . . news . . . promotion . . . personnel . . . sales . . . public affairs. Degree. Married. Stable. No announcing desired. Midwest, East. Box H-198, BROADCASTING.

Management continued

WQAM veteran seeks pd post. Mature pro with ideas, ability, personality, and 1st phone to head up believable top 40 operation. Motto—innovation. Earliest postmark wins! Box H-213, BROADCASTING.

Everyone has to start somewhere, as long as it's not at your station. Right? 312-282-0621. Box H-243, BROADCASTING.

Experienced radio general manager. Corporate group policy differences forced change. Want opportunity to manage station to meet local needs. My way made money. Today station is reportedly in red. More on how we can make more money together when we meet. Box H-246, BROADCASTING.

Because I was too successful, I "resigned" as general manager in million-plus eastern market. If a record of significant success in broadcasting doesn't frighten you, send for my resume—and let's get together soon. Broadcasters only—please answer. Box H-250, BROADCASTING.

Once in a lifetime managerial buy! Reduce station overhead with this ten year pro, top ten personality, programing, engineering—first phone & sales. Will run entire station operation, or top notch programing and/or engineering department increasing station signal and producing polished sound, with greater revenues and ratings. Documented proof of major market rating success. I can put you on top! W. Matchek, 35 Grandview, Daly City, California 94015. 415-755-2102.

Programer wants to locate in competitive market. Will build proven good music format. 413-442-1283.

Sales

Seek sales position with play-by-play possibilities. College, 30's. 1st. Experience in both sales and management. Box H-191, BROADCASTING.

Twenty-three year old, draft-exempt, single, go-getter seeking a challenging position. Will go anywhere for the right price, experience in sales, production, continuity, traffic. Two years solid experience as news director with sports and play-by-play knowledge. Solid references, tight board. Third endorsed. Resume and tape by request. Box H-225, BROADCASTING.

Announcers

First, MOR, New York, Florida, anywhere. 315-478-8896. Box H-5, BROADCASTING.

Black P.D. or operations manager. 6 yrs. experience, first phone fast pace, college, draft exempt, married. R&B's with low ratings. Answer now. Box H-103, BROADCASTING.

Let me be me at your station and we'll both make money. Experienced announcer. Box H-125, BROADCASTING.

First phone, music director, college graduate, have tight board prefer up tempo MOR. Young, married, draft exempt, no floater. Box H-148, BROADCASTING.

Experienced personality, 1st phone, looking for morning or drive position. Midwest, East. Humorous, unique format. Box H-152, BROADCASTING.

Progressive FM—5 years experience radio, covering MOR, news, talk shows, progressive rock (2 years). 23, third phone, 5 years college, single, draft-free. Salary open. Prefer West coast. Available Mid-September. Box H-154, BROADCASTING.

Drive jock at top 10 rocker is looking. Prefer air work in major but will consider air and/or P.D. job in medium. Salary negotiable. Box H-184, BROADCASTING.

Announcer. Negro. Have talent. Will travel some. Experience. Very ambitious. Tape, available. Box H-190, BROADCASTING.

1st phone—23 yrs. old with family, 3 yrs. experience, over 2 yrs. of college, and a veteran—in West top 40 and MOR. Tape and resume available. Box H-192, BROADCASTING. 209-537-0838, Calif.

Announcer—first—salesman, seven years experience. Single, forty. Wish return to radio. State salary. Available now. New York state preferred. Box H-193, BROADCASTING.

First phone! Quality music audience 35 to 59. Twenty one years experience. Evenings or midnights. Married. Age 48. 219-436-8781. Box H-202, BROADCASTING.

Contemporary personality with proven results. Heavy production and programing experience in medium market. 1st class. Seeks proven station and good salary. Box H-204, BROADCASTING.

First phone. Four years experience. Completing military service late September. Want to work and finish school in southeast, medium market, university town. Write. Box H-207, BROADCASTING.

Announcers continued

Experienced, reliable and hard working top 40 dj with first phone. Desires medium market top 40 station, job security, at least \$550.00 per month, a five and six hour airshift and some production. Let's get together! Write: Box H-209, BROADCASTING.

Disc jockey—salesman, aggressive, experienced, dependable, versatile, third endorsement. Box H-211, BROADCASTING.

Sincere warm announcer, family man, want to settle. Box H-224, BROADCASTING.

DJ/announcer: experience working with MOR and top 40; tight board. News, commercial delivery and quality production. Available immediately. Box H-227, BROADCASTING.

Experienced announcer . . . mature . . . seeks overseas position . . . presently employed . . . family man, 1st phone . . . prefer moderate climate. Box H-228, BROADCASTING.

Announcers: Experienced, dependable, tight board. Broad background, social work, psychology and sales. Bilingual. Authoritative newscaster, sports-caster. Available immediately. Box H-238, BROADCASTING.

Spectacular sale! Hire one person, receive first phone, solid experience, newsman, DJ (or Combo), immediate availability, honesty, dependability. No outside selling; maintenance. Offer definitely limited to areas reasonably close to N.Y.C. (Jersey-Connecticut-Suburbia). State offer in first letter. Box H-239, BROADCASTING.

MOR/country announcer/newsman. 1 year experience. Prefer east. Dependable, friendly. Box H-240, BROADCASTING.

Veteran announcer, 40's, first ticket. Want job near city. Prefer 5 days. Good music format. Good anchorman. Also can assist with maintenance. Any area. c/o Box H-241, BROADCASTING.

Actor-singer-M.C. Ten years professional experience. Mature, family man, third endorsed. Broadcasting school grad. Live audition or tape, photo, resume on request. Box H-242, BROADCASTING.

Make "talk" vital to your community. Feedback that not only discusses the news but makes it. For the man who can do it and has the awards to prove it, write Box H-249, BROADCASTING.

Beginner, professionally trained, D.J. announcer newscaster, 3rd endorsed, stable, will relocate. Box H-253, BROADCASTING.

Mature, stable top-40 jock seeking relocation to New England. Ace production, top-flight news writing and delivery. Work on contract only. No shoestring operations need reply. Write: Box H-255, BROADCASTING.

Experienced disc jockey-writer, third endorsed, 29, married, seeking medium market. Available now. Tape. Resume. Write: Obie Yadger, 6705 California, San Francisco, Calif. 94121. Phone: 415-387-0308.

First phone, vet., relocatable. Top 40, up MOR, bcst. school grad. Bobby Dean, 1926 Palm Ave., Nat'l City, Calif. 714-477-1429.

Stable family man with 11 years experience in announcing, sports casting and P.D. work looking for permanent position. 319-366-3832 after 6 PM.

Announcer: 4 years news director, 3 years as P.D., 3 years staff announcer interested in change if money is right. If interested write or call me. General Delivery, Station A, Fuquay Varina, N.C. 27526. Phone 919-552-2189.

Experienced: Disc jockey and newscaster. Run a tight board. Navy veteran, married and will relocate. Presently employed in Lemoore, Calif. Looking for a fast growing rock station. 3rd endorsed working on first. Write 7339 - 20 1/2 Avenue, Lemoore, Calif. or phone 924-2421. Radio name: Jon Scott.

Beginner, 24, married, 3rd endorsed broadcast grad, tight board. Top 40, MOR preferred. Good knowledge of pop music. Looking for break, will relocate. Ralph Paul, 626 Gorgas Lane, Philadelphia, Pa. 19128.

What else do you want? Reliable first phone seeks drive time for midwest or south. Nine years experience; family man. P.O. Box 45, Sedalia, Missouri.

1st phone, beginner, broadcast school trained, prefer southwest, 20 yrs. old, draft exempt, P.O. Box 44, Thief River Falls, Minnesota 56701, Phone 218-681-3337 after 5 PM.

A wise investment—3 years experience, high ratings, creative production—to investigate call 219-743-4611.

Situations Wanted

Announcers continued

I, the Red Baron; alias Athelro Phumpherdinck, the Rotten Poet; Charles Fondue, Fondue the Magician, one of the greatest chefs of all times; Hol-Tsok-Tsao, Chinese Philosopher; am free. The Red Baron, who pens new songs, re-words old songs and reads so dramatically that he enralls his women listeners. One can not afford not to have this affable, great MOR personality on your station. Simply call the Red Baron, 215-295-0667 in Pa.

Technical

Experienced first phone technician available immediately. Married, draft exempt, car. West, Midwest preferred. Box H-3, BROADCASTING.

Experienced chief engineer-announcer, \$140 week current earnings, available. Box H-8, BROADCASTING.

Chief engineer, air personality, medium market, directional. Desires position in small or medium market in mid Atlantic. Box H-166, BROADCASTING.

Engineer; experienced as chief on directionals; remote control, and construction. Now in Virginia. Box H-195, BROADCASTING.

Twenty years AM directionals, FM with stereo and automation. Construction and maintenance. Box H-203, BROADCASTING.

Retired Army man, first phone, good on maintenance and installation. Want to settle in Appalachia or South. Available now. Box H-220, BROADCASTING.

Have ticket—will work. Experienced in production, sales, and announcing. All replies answered. Prefer southern or western states. References furnished. Box H-226, BROADCASTING.

Engineer/maintenance, 20 yrs. experience AM, FM & TV, Collins radio 1-Kw 10-Kw Klystron transmitters. Family man in 40's prefer south and west. Will relocate. Archie Erickson, Box 221, Delhi, Iowa.

News

R-TV grad, University Illinois, seeks radio or TV news position. No commercial experience. Strong on writing, production, sports. Thorough, competent, married, 24. Box H-111, BROADCASTING.

Successful record building news departments. Want medium to large market. College graduate, married. Box H-142, BROADCASTING.

Currently working as writer in major market. Want to get back on the air. College degree. Young. Aggressive. Can do outside and inside work. Tape and resume on request. Reply Box H-171, BROADCASTING.

Army Captain, PIO, October discharge from Vietnam, seeks return to radio-TV news/sports. Wrote, produced, aired 60 Army TV interview documentary programs. Civilian educational, commercial, CATV news and play-by-play sports. Desires high emphasis news organization. A.B. English, 25, married, one child. Location open. Box H-205, BROADCASTING.

Professionalism, experience, maturity, dependability, what you're seeking? You've found it! Tired of eastern metropolitan rat race. Desire return west coast. 20-yr. news chief, interviewer, writer & MOR announcer. Children grown, just 2 of us. Temperate habits. Rural community okay. Salary important but secondary. At least 15 yrs. solid broadcasting ahead, want to do it in congenial atmosphere. Will accept some supervisory/training responsibility. Box H-233, BROADCASTING.

News, sports pro seeks responsible spot. College grad, 9 years experience. 602-723-4677.

15 year radio news background—seeking good news position south Florida or coastal southeast. Available now. P.O. Box 1281, Miami, Fla. 33101.

Beginner: With "the big voice" 1 3rd endorsed. Production experience. Specializing in news. Will relocate. Ambitious hard worker. Call 305-944-6875 or write R. R., 1444 N.E. 150th Street, Miami, Florida 33161.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Losing out to the competition? I have the format, creativity and knowledge to put you ahead. If you're willing to try something different, contact Box H-143, BROADCASTING.

Telephone-discussion (not debate) personality available to develop your needs immediately. Announcer background. Ten years with last medium market employer. Prefer mountains or healthy climate. (318) 422-1183 or Box H-252, BROADCASTING.

Programing, Production,

Others continued

First phone will PD/jock at New York state station. Adult oriented big sound rock/MOR. Details: Dave 315-455-1885.

Young, but very serious P.D. with outstanding record, searching for rocker in 50,000 plus market. My record talks. Charlie Brown, 806-266-8898.

Television Help Wanted

Management

New studios, full color facilities, strong network affiliation, good market, fine UHF signal. Need manager who can lead sales, control expenses, provide leadership, understand figures, and grow with a group operation. Write Box H-138, BROADCASTING.

Excellent opportunity for ambitious television executive to represent major broadcast corporations in their search for executives. Sales experience necessary and good knowledge of station operations. Interesting position with considerable corporate involvement. Income potential of \$50,000.00 per year. Send resume to Dr. White, Management Consultant, Box H-164, BROADCASTING.

Best opportunity in broadcast advertising and promotion. Major New England VHF net affiliate looking for advertising and promotion pro for #2 spot. Hard charger could be #1 soon. Must be strong in writing and TV production. Graphic sense a must. Send letter and resume today. Rush. Box H-223, BROADCASTING.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity you've been hoping for. Sales position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great hunting, fishing, winter sports. Drive to work in 10 minutes (maybe 5). Clean air. Healthy family area. College community. Friendly people. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Top upstate N.Y. group-owned CBS affiliate desires aggressive broadcast-oriented salesman with management potential. Salary plus commission, with many fringe benefits. Call: Sales Manager—315-474-8511.

Technical

Immediate opening . . . experienced TV transmitter engineer . . . Salary to \$180 per week, depending upon experience. Contact W. G. Alliss, C.E., KCRG Stations, Cedar Rapids, Iowa.

Chief engineer for ETV station at University of Alaska. Color TV knowledge necessary. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months, \$1500 per month. Open immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsmen. Ohio VHF with 20 man department. Must be experienced air man and reporter. An equal opportunity employer. Send picture and resume. Box G-266, BROADCASTING.

TV newsmen—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

T.V. news director for CBS affiliate in Southwest market. Responsibilities include anchorman for 5 and 9 pm newscasts and moderator for public service programs. Will consider an experienced number two man who wants to be news director. Forward complete resume, video tape and references to Box H-212, BROADCASTING.

Newsmen for Radio-TV operation on Gulf Coast. Prefer man with ability to communicate with black citizenry. Please send resume, audio tape, picture and salary requirements to Box H-221, BROADCASTING. An equal opportunity employer.

Digging creative reporter needed for top rated Florida news operation. Also some anchor work. Box H-231, BROADCASTING.

Newsmen, KFBC-AM-FM-TV, Cheyenne, Wyoming. Send tape, picture and resume to Ken Barker, News Director, 82001.

South Florida TV station. 1—reporter-photographer and 1—news editor-producer. Require journalism degree or comparable experience. Contact Paula Flagg, 305-751-6692. Equal opportunity employer.

Programing, Production, Others

New England public television network seeks producer-director with minimum three years experience in instructional and general programs. Must be a skilled cinematographer. Send resume with salary requirements to Box H-234, BROADCASTING.

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs and experienced in film, studio, and remote work. Send complete resume and salary requirements to Box H-251, BROADCASTING.

Studio crewman (cameraman, floorman, break director) for ETV station. \$7,000. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Producer-Director for major Alabama PTV production center feeding state ETV network. Minimum requirements include some experience and Bachelors degree or Masters without experience. An equal opportunity employer. Auburn Television, Auburn University, Auburn, Alabama 36830.

Television

Situations Wanted Management

Masters' degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV traffic/operations work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

Station manager. Strong management background with group and independent stations, both VHF and UHF—large and small markets. Best references. Box H-113, BROADCASTING.

Operations/program manager. Excellent references in every phase of both. Background includes affiliated and independent stations. Small to large markets. Box H-114, BROADCASTING.

Small/medium market. mgmt.—11 yrs., pgm., sales, promotion. PA, applications, ascertainment, billing, operations. Radio, TV, both. Box H-174, BROADCASTING.

Cable manager or regional manager. Wide experience all stages, all phases. Located central Florida, will relocate. Box H-194, BROADCASTING.

Announcers

TV variety show hostess available. University degree. Network experienced interviewer, news, commercials. Want local ratings? Write Box H-177, BROADCASTING.

Love affairs, city affairs, foreign affairs—I can swing with or against any viewpoint. Want talk show host or editorial delivery spot. 3 college degrees, 4 years foreign service, 5 years producer Emmy talk show. No encumbrances. Unique camera appearance. Box H-197, BROADCASTING.

Kid's show producer-host. Quality afternoon format for older youngsters. Box H-230, BROADCASTING.

First class TV announcer wishes to relocate to radio station; Calif. area. Box H-254, BROADCASTING.

Network caliber, Griffin type performer. Talented, top rated major market radio personality-musician looking for TV show. Can perform & produce as well as host. Play several musical instruments. Some TV experience. Magic, 35 Grandview, Daly City, California 94015—415-755-2102.

Technical

Broadcast engineer with 15 years experience in all phases of television looking for opportunity as chief engineer for station on the move. Box H-104, BROADCASTING.

Transmitter engineer desires position at mountain top residence site. Now in East, available immediately. Box H-196, BROADCASTING.

Competent first phone technician with B.A. seeking to further career in educational television. Excellent references available. Married, draft exempt, car. Available immediately. Dale Montayne, Lucky Drive, Houghton, N.Y. 716-567-2601.

News

News director. Top-notch anchorman, efficient, experienced news manager. Imaginative, creative production, both media. Outstanding record in community affairs, special events, documentaries. Finest references. VTR, resume available on request. Box H-52, BROADCASTING.

Want to move from writing at large major market station to street work . . . possibly with weekend or other anchor. Young. Degree. Enjoy digging for the news. 16mm. and resume on request. Reply Box H-172, BROADCASTING.

Television Situations

Wanted News

PROFESSIONAL ON-CAMERA JOURNALIST

Excellent major market ratings and demographics. Top television awards. Employed. Family. News Director/anchorman move for fall.

BOX H-180, BROADCASTING

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MISCELLANEOUS

COMMUNITY NEEDS SURVEY

\$25.00 buys a copy of mine, plus instructions for use in your market, interview format in amendment form. Meets and exceeds FCC Primer requirements. My attorney's comment: "sensational!" Commission granted C.P. 16 days after submission.

Lee Shoblom, KFJ Radio, Box 980
Lake Havasu City, Arizona 86403

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4. MIOWEST. Daytimer. \$140,000. Good terms.

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West	small	TV	.265MM	25%	La.	medium	daytime	90M	29%
N.Y.	medium	daytime	200M	29%	East	medium	TV	1.1MM	nego
South	metro	daytime	275M	29%	Wash.	metro	daytime	135M	nego
MW	profitable	CATV	127M	nego	East	major	FM	500M	29%



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For Sale Stations

continued

FLORIDA

Fulltime AM in major east coast Florida market. Will be sold for under \$500,000 and for exactly what owner has invested in station. Good facility in good market. Owner forced to sell because of health. Principals only.

BOX H-206, BROADCASTING

NORTHEAST FULLTIME—Absentee ownership of Northeast fulltimer seeks manager who will invest. Up to 40% available for cash. We are looking for a capable, proven manager who will take charge and develop station to full potential. His investment will be his working capital. Minimum \$60,000 needed. Station now break-even . . . 5,000 watts fulltime . . . hour from New York . . . excellent market. Apply only if you have cash and track record. Box H-219, BROADCASTING.

NEW ENGLAND GEM

Desirable small market, grossing over \$125,000, real estate and building. Only all-cash offers considered from principals only.

BOX H-245, BROADCASTING

VHF TV STATION

Available in top 50 markets. Profitable. Broker. Principals state finances.

BOX H-256, BROADCASTING

SOUTHWEST AM-FM

Daytime AM with class B-FM in fine growing market. Presently grossing \$200,000 annually and showing excellent earnings. Absentee owners would extend good terms on price of \$400,000.

BOX H-257, BROADCASTING

HAWAII AM

Excellent fulltime facility with long established ownership and reputation. Good billing and cash flow. Owner retiring. \$300,000 on lenient terms.

BOX H-258, BROADCASTING

SOUTHWEST DAYTIMER

One KW non directional facility with fixed 5 AM sign on. Located in a delightful small city amidst picturesque surroundings and enjoying a mild, healthful climate. Grossed \$75,000 last year. Asking \$137,500. Absentee owner anxious to sell and will entertain any reasonable offer with flexible terms.

BOX H-107, BROADCASTING

(Continued from page 62)

Angeles; Television Improvement Association, Ukiah, Calif., to serve Ukiah, on ch. 70 by rebroadcasting KBHK-TV San Francisco; Orofino TV Inc., Orofino, Idaho, to serve Orofino, on ch. 7 by rebroadcasting KXLY-TV ch. 9 rebroadcasting KREM-TV, and ch. 12 by rebroadcasting KHO-TV all Spokane, Wash. Action July 23.

■ Windom, Minn.—Broadcast Bureau granted CPs for UHF translators to serve Windom on ch. 75 by rebroadcasting KMSP-TV Minneapolis, and 79 by rebroadcasting WTCN-TV Minneapolis. Action July 22.

■ Review board in Glendive, Mont., translator proceeding, granted petition to enlarge issues, filed April 21 by Meyer Broadcasting Co., Glendive, Mont. (Docs. 18737-38). Action July 23.

■ Gatlinburg, Tenn.—FCC dismissed applications of Community Television System for license renewals of translators W12AC, W04AB, and W08BB for failure to prosecute; licenses cancelled and call letters deleted. In same action, commission dismissed applications of Community Television System for assignment of licenses of W12AC, W04AB, and W08BB, and application for license to cover CP for changes in W08BB. Translators were ordered to cease operation immediately. Commission said investigation had shown unauthorized transfer of stations to Gatlinburg TV Cable Inc., and unlawful operation of stations in violation of rules. Action July 22.

■ Gatlinburg, Tenn.—Broadcast Bureau granted Nationwide Communications Inc., Multimedia Inc. and South Central Broadcasting Corp. CPs for translators. Action July 31.

■ K03CA Trout Lake, Wash.—Broadcast Bureau granted license covering operation of VHF translator K03CA to serve Trout Lake; granted CP to siding officer in place of Examiner Thomas H. Donahue who is retiring (Docs. 18130-2). Action July 28.

CATV

Final actions

■ FCC denied requests by American TV stations that CATV systems located near Canadian border be required to afford protection against carriage of U.S. programming released by Canadian TV stations before its release in United States. CATV systems involved carry both U.S. and Canadian TV signals. TV stations asked for either special program exclusivity or same-day exclusivity. Action Aug. 7.

■ Tallahassee, Fla., and Valdosta, Ga.—FCC granted petition by Clearview of Georgia Inc., Valdosta, Clearview of Florida Inc., Tallahassee, CATV systems, and Micro-Relay Inc., common carrier, for part-time carriage of distant signal of WATL-TV Atlanta, by micro-relay and for delivery of signal to CATV systems operated by Clearview of Georgia and Clearview of Florida. Action July 29.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Fresno, Madera and Clovis, all California (Fresno Cable TV Co.) CATV proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer in place of Examiner Thomas H. Donahue who is retiring (Docs. 18130-2). Action July 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Pine Grove, Pa. (Pine Grove TV Cable Service) CATV proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer; and scheduled prehearing conference for Sept. 10 and hearing for Oct. 12 (Doc. 18926). Action July 27.

Ownership changes

Applications

■ KFRE(AM) Fresno, Calif.—Seeks assignment of license from Triangle Publications Inc. to KFRE Broadcasting Inc. for \$875,000. Sellers: Walter H. Annenberg and family. Buyers: Walter B. Lake, president (75%), Albert J. Allegretti and Joseph B. Allegretti, vice president (25% jointly). Mr. Lake owns 10% of KSLV(AM) San Luis Obispo, Calif. Albert J. Allegretti owns manufacturer of lawn and garden products. Joseph Allegretti is secretary-treasurer of that company. Ann. July 21.

■ KSCJ(AM) Sioux City, Iowa—Seeks assignment of license from Perkins Brothers Co. to G and G Broadcasting Inc. for \$405,000. Sellers: Elizabeth Sammons, president, et al. Buyers: Mr. and Mrs. Raymond Grandle, president and secretary-treasurer respectively (85% jointly) and Wilmer W. Grabau, vice president (15%). Mr. Grandle is manager of WXOM-TV La Crosse, Wis. Mr. Grabau is assistant general manager of WSDR(AM) Sterling, Ill. Ann. July 21.

■ KLPL(AM) Lake Providence, La.—Seeks assignment of license from Radio Services Co. of Lake Providence to Lake Providence Broadcasting

Co. for \$85,000. Sellers: Emmet Holmes McMurry Jr. and Frank Wilson Baldwin, co-owners. Buyer: Bendell Enochs, sole owner. Mr. Enochs is general manager and owns 14.66% of WDXL-AM-FM Lexington, Tenn., and is secretary-treasurer and owns 33 1/3% of WBOL(AM) Bolivar, Tenn. Ann. July 21.

■ WPOR-AM-FM Portland, Me.—Seeks assignment of license from Hildreth Broadcasting Co. to Ocean Coast Properties Inc. for \$240,000. Sellers: Walter L. Dickson, vice president, Harland E. Blanchard, treasurer, et al. Buyers: Phil Corper, president-secretary; Roy Edwards, treasurer-vice president; Charles G. Smith and Robert O. Delaney, (22.06% each) and Robert James Gold, vice president, (11.76%). Messrs. Corper and Edwards are vice presidents of HR Television Inc. Mr. Gold has an advertising agency. Mr. Smith is a private investor. Mr. Delaney is vice president of industrial supply company. Ann. Aug. 7.

■ WLBS(AM) Centerville, Miss.—Seeks assignment of license from E. Al Robinson to Amite Broadcasting Co. for \$7,500. Principals of Amite: Billy M. Brunt, sole owner. Mr. Brunt is chief engineer and general manager of WLBS. Ann. Aug. 7.

■ WOHI(AM) East Liverpool, Ohio—Seeks assignment of license from Constrandor Corp. to Ohio Broadcasting Corp. for \$215,000. Principals of Ohio Broadcasting: Roger A. Neuhoft, president, et al. Mr. Neuhoft owns 75% of WHAP(AM) Hopewell, Va. Ann. Aug. 7.

■ KFDX-TV Wichita Falls, Tex.—Seeks assignment of license from Wichtex Radio & Television Company to Clay Broadcasting Corp. of Texas for \$5,050,000. Sellers: D. A. Cannan, president, et al. Buyers: The Charleston Mail Association, publisher of the *Charleston* (W. Va.) *Daily Mail* (80%), Lyell B. Clay, president and director and Paul A. Brissette Jr., vice president, director, and general manager (10% each). Clay Broadcasting Corp. is licensee of WWAY(TV) Wilmington, N.C. Mr. Clay has real estate and motel interests. Ann. July 30.

■ WRDB-AM-FM Reedsburg, Wis.—Seeks transfer of control of Sauk Broadcasting Corp. from Willard R. Schuetz, Kenneth W. Stuart and Doran R. Zwygart (as a group, 100% before, none after) to Goetz Broadcasting Corp. (none before, 50% after), Robert Ableman (none before, 10% after) and John H. Hackman (none before, 40%). Consideration: \$50,000. Goetz Broadcasting Corp. is licensee of WDLB-AM-FM Marshfield and WFAW-AM-FM Fort Atkinson, all Wisconsin. Robert Ableman is assistant secretary and director of Goetz Broadcasting Corp. and partner in accounting firm. Mr. Hackman is station manager of WDLB-AM-FM. Nathan L. Goetz and Robert Goetz are owners of Goetz Broadcasting Corp. and Goetz Theatres and restaurant. Ann. Aug. 7.

Actions

■ WRSV(FM) Skokie, Ill.—FCC granted transfer of control of Radio Skokie Valley Inc. from Mrs. M. Earlene Stebbins (70% before, none after) to Bonneville International Corp. (30% before, 100% after). Consideration: \$479,000. Principals of Bonneville: Arch L. Madsen, president et al., 100% owned by the Church of Jesus Christ of Latter Day Saints. The Bonneville stations are KSL-AM-FM Salt Lake City; KIRO-AM-FM-TV Seattle; KBIG-FM Los Angeles and KBIG(AM) Avalon, both California; KMBZ(AM) and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York and international shortwave station WNYW(AM) Scituate, Mass. Action Aug. 5.

■ WZMF(FM) Menomonee Falls, Wis.—Broadcast Bureau granted transfer of control of Falls Broadcasting Corp. from Kenneth E. Mayer (33 1/3% before, none after) to Ronald F. Amann (33 1/3% before, 66 2/3% after) for \$130,500. Action Aug. 4.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Aug. 11. 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 *italic*.

■ North Little Rock, Ark.—Coaxial Communications Inc. (multiple-CATV owner), Gainesville, Fla., has applied for a franchise.

■ Inglewood, Calif.—City granted a franchise to Cablecom-General of Southern California, division of Cablecom-General Inc. (multiple-CATV owner), Colorado Springs.

■ Crawfordsville, Ind.—Crawfordsville Community

Cable Corp. has been granted a two-year deferred payment reduction by the town Board of Public Works and Safety in lieu of "temporary economic hardship." Action calls for a reduction of the firm's payment to the town from 8% of gross receipts to 4%. The deficit is to be made up after the two-year period.

■ *Topeka, Kan.*—Cablecom-General Inc. (multiple-CATV owner), Colorado Springs, has been awarded a 20-year franchise.

■ Biddeford, Kennebunk, Kennebunkport, Kittery, Ogunquit, Wells and York, all Maine—Franchises have been requested by Coastal Cable and Antenna Co. (multiple-CATV owner), Portland, Me.

■ Milton, Mass.—Nicholas W. Russo, president of Gadabout Gaddis Productions, Milton, has requested a franchise.

■ *Ann Arbor, Mich.*—The Michigan Communications Group (multiple-CATV owner), Ypsilanti, Mich., has been awarded a 15-year franchise. The firm will pay Ann Arbor either \$4,800 or a percentage of the gross receipts, whichever is greater. An installation fee of \$15 will be charged, with each subscriber paying \$5 a month. Additional units will cost \$1.50 per month, plus \$5 for hook-up. FM service will be provided at extra charge.

■ Benton Harbor and St. Joseph, Mich.—Aman Khan, representative of Programmed Information Relay Institute of St. Joseph, has requested franchises in the two cities. The firm would give the cities 2% of gross receipts. Subscribers would be charged \$19.95 for installation and \$5.45 monthly for service. Installation for each additional unit would warrant an additional fee of \$5; monthly service charge, per additional unit would increase by \$1.25. Both requests are for nonexclusive franchises.

■ *Bloomsbury, N.J.*—Cablevision, Easton, Pa., has been granted a franchise.

■ Jersey City, N.J.—Goodson-Todman Cablevision Inc., New York (multiple-CATV owner), has requested a franchise. The firm would pay Jersey City an annual license fee of \$1,500 plus 5% of gross monthly receipts. Subscribers would be charged \$15 for installation and \$5 per month for service.

■ Mahwah, N.J.—Vision Cable TV Inc. has requested a franchise.

■ Morristown, N.J.—WVYN-AM-FM-TV Newark, N.J., has requested a franchise. Subscribers would pay from \$5 to \$20 for installation and a monthly service charge of \$5.

■ *New York*—Two firms have been awarded franchises to operate within the entirety of the city. Recipients are Manhattan Cable Television and Teleprompter Corp. (both multiple-CATV owners), both New York. Franchises are non-competitive and run for 20 years. Both firms are to pay the city 5% of gross receipts for CATV and 10% for all other services. An initial yearly minimum payment of \$75,000 will be made, increasing to \$350,000 on a gradual basis. Subscribers' fees are expected to be \$20 for installation and \$5 monthly. Both firms currently operate systems in separate portions of the city.

■ *Bethlehem, Pa.*—Service Electric Cable TV Inc. (multiple-CATV owner), Mahanoy City, Pa., has been awarded a franchise. The firm will charge subscribers \$1.25 per month for service for the first year, and \$1 monthly after that.

■ Uniontown, Pa.—Fayette TV Cable Co., Uniontown, has been granted permission to raise its monthly rates from \$4 to \$5 for primary connections and from 80 cents to \$1 for secondary connections. The town council respectively raised the firm's franchise payments from 3 to 4% of the annual gross receipts. Action takes effect Jan. 1, 1971. There are to be no further rate increases for a period of at least three years.

■ Bridgeton, Pa.—D J Cable Co. (multiple-CATV owner), Nazareth, Pa., has requested a franchise for residents in areas of the township living near the Delaware River.

■ *Belle Fourche, S.D.*—South Dakota Cable TV Inc. (multiple-CATV owner), Rapid City, has been awarded a franchise in a public referendum.

■ Deadwood, S.D.—South Dakota Cable TV Inc. (multiple-CATV owner), Rapid City, is seeking a franchise for 20 years.

■ *Lead, S.D.*—South Dakota Cable TV Inc. (multiple-CATV owner), Rapid City, has been awarded a 20-year franchise.

■ *Redfield, S.D.*—TV Signal Co., Redfield, has been awarded a franchise by public ballot.

■ Bunker Hill, Tex.—Phonoscope Community Television Inc. (multiple-CATV owner), Galveston, Tex., has requested a franchise.

■ *Shenandoah, Va.*—American TelSystems (multiple-CATV owner), Bethesda, Md., has been awarded a franchise.

■ Tumwater, Wash.—Telecable Corp., franchise holder in the city, was authorized by the city council to raise its monthly rates 50 cents, to \$5.90. Telecable had requested a \$1 rate hike.

■ Menasha, Wis.—The Marcus Corp. has requested a franchise.

News continued

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70 Journ grad with daily, weekly exp. seeks TV, radio news spot; has some radio exp. Thomas Sprick, 17 Barrington Ave., Clifton, N.J. 07011.

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Award winning, enthusiastic, operations mgr. P.D. in major market desires new challenge. Background in all phases of TV and advertising including art, photo, cine, live, programing, production, layout, copy, film buying and scheduling as well as staff management. Will consider any position, any market, in any locale including CATV. Excellent references. Contact Box H-139, BROADCASTING.

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Recent telecommunications graduate seeks employment in television production. Resume and references available on request. Address, Michael Nash, 4511 Granada Blvd., Cleveland, Ohio 44128, Phone (216) 475-6083.

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Need four used Norelco TC70 color camera chains. Contact Hillview Associates, 815 Douglas Ave., Redwood City, California 94303, (415) 365-2002.

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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.

Instructions continued

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 817-335-6569.

Elkins* in Texas, 351B Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

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Today he sits on the paneled seventh floor of Building 15—one of the complex of RCA plants near the waterfront in downtown Camden, N.J.—smoking his long, fat Palma Throw-Outs, and planning for the decade of the '70s. And plan he must, for he has to decide between TV broadcasting and cable TV, between two-way radio and UHF broadcasting, between over-the-air and closed-circuit TV.

The chief of RCA's commercial electronics products (he's responsible for all RCA manufacture and sales except computers and government) is tall and big-boned, with an almost boyishly unlined face which is exceptional for someone who is at 50 in one of the major hot seats of a multi-billion-dollar, international corporation.

He gesticulates modestly when he talks of the planning that goes into product manufacturing and selling and in a reasoned and cohesive exposition—the result, perhaps, of his debating-team experiences in high school and college.

It is indeed a far cry from an upbringing that began on a potato farm in northern Michigan.

As happens so frequently, his journey from that farm to Haverford College, the famous Quaker school in Pennsylvania, as well as his move to Washington, came about through friends. The first was through an older fellow-townsmen, who became a Haverford professor just about the time young Inglis was getting ready for college. The second was through one of the men he trained when he was an instructor at the Navy's radar school at Brunswick, Me., during World War II.

Three years after he joined Frank McIntosh in consulting work in Washington, he became a full-fledged partner. There are still colleagues in Washington who cannot fathom why Andy Inglis left that profitable calling to become an organization man.

Mr. Inglis smilingly will admit that events proved him wrong, but he still feels that at that time he reasoned correctly: The heyday of radio consulting was on the verge of being reached with the advent of TV. Radio consulting required extensive calculations in searching for frequencies; in TV the FCC made all the allocations. Consequently, broadcast consulting would lose that creativity that made it so interesting and profitable. The challenge would be gone.

Of course, it didn't work out that way; consulting, although changed, be-

How to become an RCA vice president by really trying

came bigger than ever.

Privately, also, he is said to have told his fellow professionals in Washington that he wanted to see if he could "make it" in a large corporation.

During his career at RCA, Mr. Inglis admits to two quandaries. The first, when he was in charge of the firm's two-way radio production and sales, came from others in that business who were suspicious of him because of his broadcasting background. He convinced them, however, of his loyalty to the job

Week's Profile



Andrew Franklin Inglis — VP. commercial electronics systems. RCA; b. March 17, 1920 near Pellston, Mich.; BS in physics from Haverford College. 1941; graduate work in physics, University of Chicago. 1942; U.S. Navy radar school instructor. Brunswick, Me., 1943-46. mustered out as lieutenant (s. g.); joined consulting engineering firm of Frank H. McIntosh (later McIntosh & Inglis) 1946; joined RCA in 1953 as manager, broadcast studio product planning; later became manager of following: studio systems, closed-circuit TV, broadcast merchandising and engineering, later became VP of following: communications products, engineering and merchandising, broadcast systems; assumed present post Jan. 1, 1970; m. Marie Adam of Chicago, Sept. 5, 1942; children —David, 25; Richard, 22; Betty, 17, and Andrew F., Jr., 13.

at hand and, in fact, became chairman of the FCC's Land Mobile Advisory Committee which was organized at that time to aid the commission in its study of land-mobile problems.

The second time, as might be expected, came when he returned to the broadcasting field; then he was suspect by broadcast-oriented colleagues because of his association with land-mobile activities. He quelled that suspicion too.

Now he is involved in another dilemma, that of broadcasting and CATV. He put RCA into the cable-TV business and, characteristically, he justifies it straightforwardly: "RCA is in the business of making and selling electronic communications equipment, whatever it is."

He amplifies this, however: "Technology always has far outrun economics or questions of public policy. It is today technically possible to wire up the entire country, to put 100 wide-band channels into every home.

"But economics and government policy are still in flux, so we don't know exactly just where and how far CATV is going."

In broadcasting, Mr. Inglis sees the next major steps as TV-station automation and computer control. That development, combined with CATV and communications satellites constitutes the electronic trinity for this decade, he says.

There is little doubt that Mr. Inglis is versed in virtually all aspects of his job: he's not solely an engineer. During his 17 years with RCA he has been actively involved in formulating the final design of color-TV film cameras and chains; advising customers on equipment needs and costs as well as how the equipment should be positioned in the station; planning and executing pricing as well as inventory control, and supervising the interface between manufacturing and advertising and sales promotion.

When he was young, Mr. Inglis wanted to become a concert violinist. He's put his fiddle away now, but music is still very much part of his life. He is the regular baritone in his church choir (First Presbyterian of Moorestown, N.J., of which he is also an elder). There are even faint echoes of grand opera in his office: it was on this very floor that the great Italian tenor Enrico Caruso recorded for those famous Red Seal Victor records of two generations ago. And at home, Mr. Inglis has rigged up his own high-fidelity equipment and owns a classical record library that he modestly calls "adequate."

Even when he was in Washington, he was a member of the choir of the National Presbyterian Church. One of his old colleagues remembers the time at a cocktail party when Mr. Inglis had to leave early—for choir practice.

Air pollution

In a little-noted passage of a decision that was otherwise innocent enough, the FCC has taken the unusual, perhaps unprecedented, step of instructing broadcasters to carry programming on an explicitly defined subject. It is as neat and as unprincipled an ambush as this commission or any of its predecessors has contrived.

The instructions were camouflaged in a decision rejecting the application of the fairness doctrine to the broadcast of gasoline and automobile commercials (BROADCASTING, Aug. 10). An antipollution group had argued that because WNBC-TV New York had carried such commercials the station was obliged to carry messages denouncing automotive exhausts. The complainant cited as precedent the FCC's requirement that broadcasters carrying cigarette commercials must also carry antismoking spots.

In denying the complaint, the FCC took pains to distinguish between the health hazards of cigarettes, as described in official government studies including those of the surgeon general, and those of automobiles and other pollutants. Its conclusion was that cigarettes were unique and that the "simplistic" application of the fairness doctrine to cigarette commercials was unsuitable to more complicated situations such as the advertising for automobiles, which are demonstrably beneficial despite their polluttional effects. It is too bad the FCC did not stop there.

True, however, to the civil-service pledge that no chance to extend authority should be overlooked, the FCC took off. Its cigarette ruling might be inapplicable to automobile advertising and pollution, said the agency, but its other precedents and powers were right in point. Citing the Supreme Court's Red Lion statement that broadcasters are "proxies for the entire community, obligated to give suitable time and attention to matters of great public concern," the FCC came to two decisions.

First, it decided, and quoted ecologists and others in support, that environmental problems were matters of great public concern. That being so, it ruled that "the broadcaster does have an obligation to inform the public to a substantial extent on these important issues, including prime-time periods."

Thus does the FCC prescribe not only a program type but also its place in the schedules. If that doesn't put the government in the program manager's chair, nothing will.

Penalty of success

Members of Congress get jumpy in any election year. This year they seem to have reached the point of panic.

The root cause is television and how to grab as much free time as they can finagle and at the same time prevent better-heeled opponents from overshadowing them on the tube. This is the hidden motivation for the big Senate drive to cajole networks into "volunteering" prime time to the Congress to do with what it will.

This also is behind the legislation being blitzed through Congress for bargain rates. No matter how they angle it, the plain fact is the incumbents want to perpetuate themselves in office—a perfectly natural goal. Of course, this is without regard to free election guarantees and the free-press tenet.

Pardon us if we seem naive, but we cannot understand why Congress does not look for a solution of its dilemma to the very instrument it created—noncommercial broadcasting. There are 200 TV and 450 radio stations available to the Corp. for Public Broadcasting, given life three years ago

as the U.S. answer to Great Britain's noncommercial BBC.

John W. Macy Jr., president of CPB, in his appearance Aug. 6 before Senator John Pastore's Communications Subcommittee, joined network heads and other spokesmen for commercial broadcasting in urging access to Senate and House chambers to pick up debates live. He proposed a plan to open one hour a month of NET TV time, divided evenly among proponents and opponents of major issues, if appropriate funding is found.

We venture there isn't a legislator alive who does not believe that what he has to say is both educational and enlightening, as ETV is supposed to be.

Members of Congress are elected to serve the people. Taxpayers are people. ETV is supported by taxpayers in one way or another, and CPB is underwritten by federal funds and tax-exempt contributions.

Mr. Macy says his noncommercial TV network stations reach 24 million viewers each week, so it can't be argued that CPB lacks the capacity to reach a national audience. Congress should snap up the CPB offer.

Evidence ignored

If there is any justice left in the federal regulation of broadcasting, CBS and NBC will prevail in their appeals from the FCC's final decision to restrict television networks to three hours of programming in prime time. Perhaps this time justice will be served. The New York circuit, where this case will presumably be heard, lacks the antibroadcasting record of the appellate court in Washington.

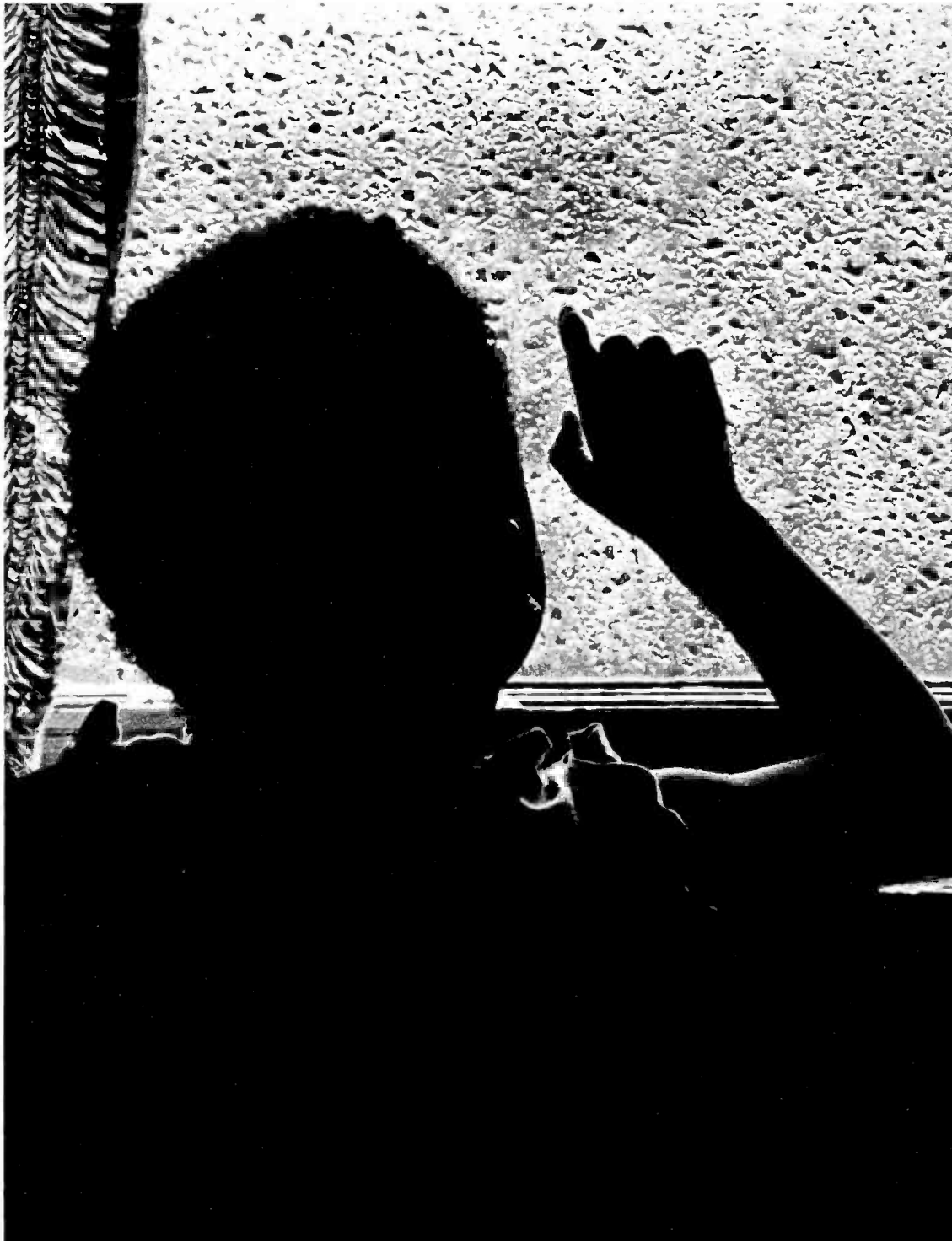
It was in the face of overwhelming opposition that the FCC denied petitions for reconsideration of its prime-time access rule (BROADCASTING, Aug. 10). The organized affiliates of all three television networks said they would be damaged by the rule. The major program production companies testified against it. There was no evidence at all that the rule would result in either the betterment or diversification that is its professed aim.

If a federal agency can act so arbitrarily on a matter of such importance to so many television stations and their audiences, it must be judged to be out of control.



Drawn for BROADCASTING by Sid Hix

"He used to be in television. Watch him sell two related products in 60 seconds!"



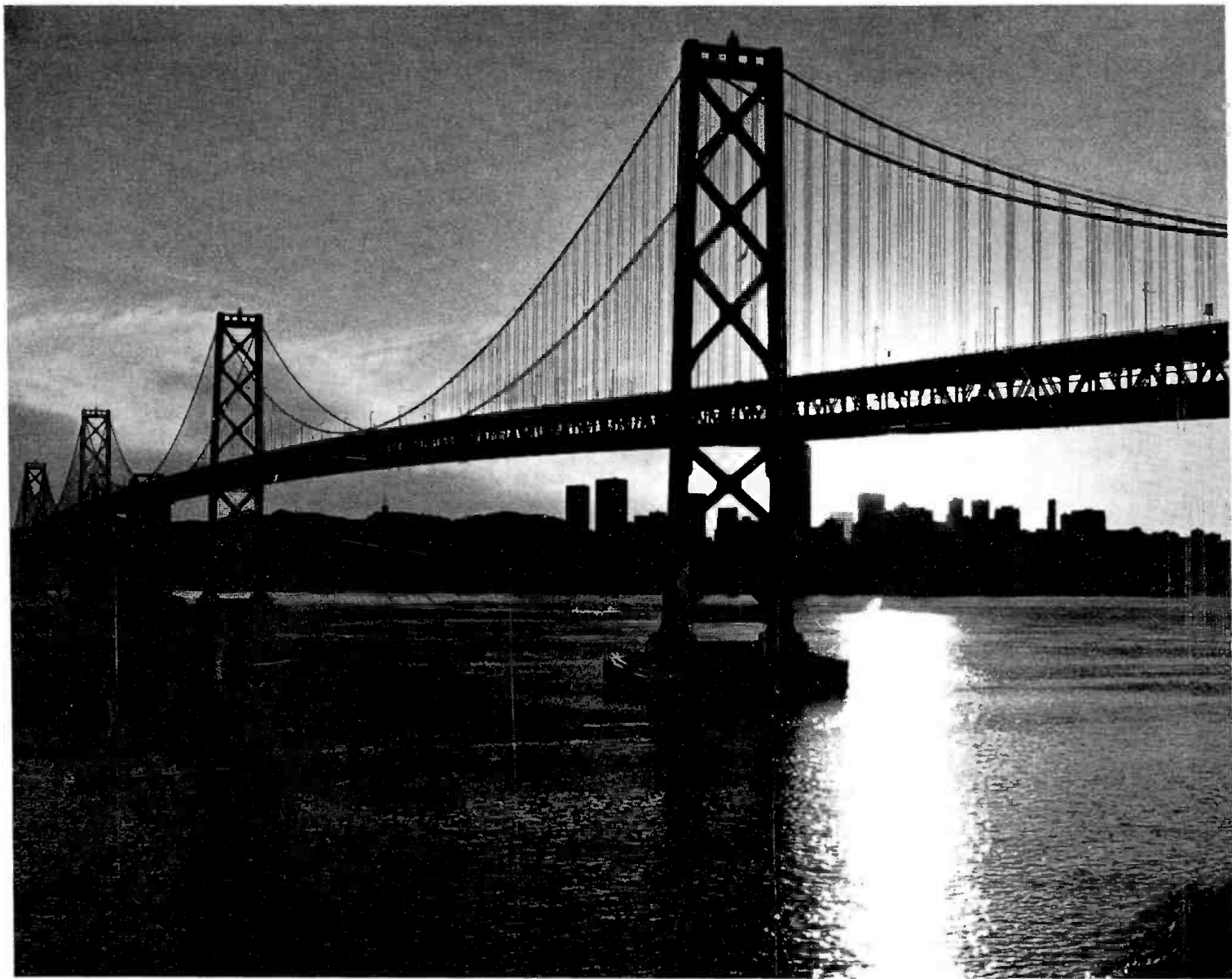
HAPPIER BY THE DOZEN. Chicago—like every city—has homeless children waiting for adoption. Their story was told in a special feature of the WMAQ-TV weekly, two-hour series, "Sunday In Chicago." So far, inquiries generated by the program have resulted in the adoption of 12 children.* ■ Helping even one youngster find a home would have made us happy. Doing it by the dozen makes us just that much happier. ■ Such direct concern for a community problem is unusual, but it's something Chicago viewers have come to expect of WMAQ-TV. And in this respect, they're no different than viewers in *each* community where there is an NBC Television Station.

*For more information, write to "Adoption," WMAQ-TV, P.O. Box 3426, Chicago, Ill., 60654

The NBC Television Stations  Community Service. Community Involvement.

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If you lived in San Francisco...



... you'd be sold on KRON-TV



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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Cutting the frills out of commercials
Why FCC went for probe of conglomerates
Farm programming: changing with the times
A compromise on news-source confidentiality

53 hour productions.. in color

completely new to syndication



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AS ANY FEATURE
PACKAGE EVER
RELEASED
FOR TELEVISION**

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for 4 consecutive
years

**AVERAGING
OVER 30% SHARE
OF AUDIENCE**

delivering
adult audiences —
81% adult,
45% women

**TOP-QUALITY
FEATURE-LIKE
DRAMAS
& COMEDIES**



Source: NTA/NAAC 1963-1967
Audience estimates subject to qualifications on request



**OSHDARI-SAN
OUR MAN
IN TOKYO.**

Thomas S. Oshidari, World Trade Center, Tokyo 105, Japan



Continental Broadcasting Company

Thomas S. Oshidari is the Far Eastern representative of WGN Continental Broadcasting Company, with an international sales service-public relations office in Tokyo that services Japan and the entire Orient, including Hong Kong, Taiwan and Thailand.

How to turn a dry well into a \$6 million success story.

Five years ago the Tyonek Indians in Alaska barely made a living, trapping and fishing.

Then Humble paid them six million dollars for the right to look for oil on their land.

The Tyoneks spent their money wisely. They formed their own construction company and invested in a utility company, a lumberyard and a small airline. Then they completely rebuilt their village with modern homes, electricity, roads and a new school.

As the village took on a new look, the villagers took up new occupations. They became welders, electricians, surveyors and other skilled technicians.

Now the work is done. And so is our drilling. Sad to say, we didn't find oil. But it's nice to know someone got some good out of our search for oil.

Because we've learned, as we go about our business of making good products and a fair profit, there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

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

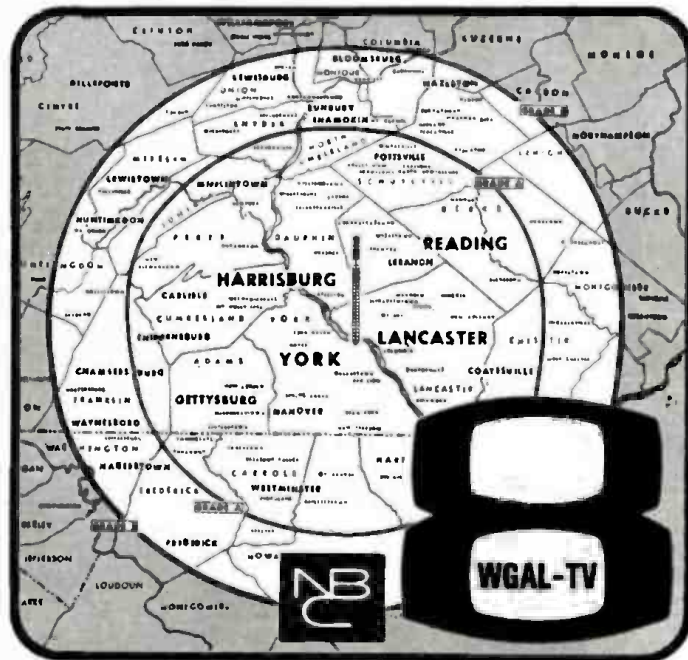


WGAL-TV Balanced Coverage for Maximum Marketing Efficiency

In the vital Channel 8 market, the WGAL-TV audience is not only big but it's properly proportioned with respect to the three essential elements of an effective marketing program:

- Location of TV households
- Effective buying power
- Food store sales

When you want to reach the rich Lancaster, Harrisburg, York, Lebanon market, effectively and efficiently, you need WGAL-TV.



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Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

News and networks

If legislative plan holds up over Labor Day recess, Representative Harley Staggers (D-W. Va.), chairman of House Commerce Committee, will introduce bills bringing networks under direct FCC regulation and imposing federal standards on broadcast news. Draft of legislation, originating in Investigation Subcommittee report that criticized CBS News for complicity in "staging" aborted invasion of Haiti, was sent to Mr. Staggers at end of last week.

News standards would prohibit broadcast of any "false news report," defined as "any misrepresentation of an objective and ascertainable fact, made willfully or with reckless disregard of the facts." They would also require disclosure on news shows of any video or audio editing, any payment to news subjects or sources, any sound (except narration) not simultaneously recorded with accompanying pictures.

Strength at the top

It may not reflect over-all situation, but sampling of radio business in 10 major markets indicates national and local sales for first half of 1970 were up, on average, about 5% above same period of 1969. There were variations among markets, but on whole local "rescued" national in first quarter but national came back stronger—while local slowed—in second quarter. Sampling, conducted on confidential basis, did not extend to other markets. Published projections late last spring anticipated that, despite soft economy, national radio business in total would at least maintain year-ago levels in first half and perhaps exceed them slightly (BROADCASTING, June 1).

Widening control

FCC appears to be cranking up for close look at children's programming and re-examination of its responsibility in policing deceptive advertising—both in response to petitions for rulemakings by citizens groups. Action for Children's Television, Boston-based coalition of mothers, had asked for rulemaking aimed at banning all advertising on children's programs and requiring broadcasters to carry minimum of 14 hours weekly of adless shows for young. George Washington University law students calling themselves TUBE (Termination of Unfair Broadcasting Excesses) want commission to establish code of standards to bar deceptive ads

from television.

Commission isn't about to institute rulemaking proceedings. But it is considering study, either by outside organization or staff, on nature and amount of children's programming and commercials aimed at kids; study might also explore wisdom of proposed rule, according to one source. And, while Federal Trade Commission and Food and Drug Administration have principal authority over question of deceptive advertising, FCC is considering meeting with representatives of those agencies to determine what role it, too, might play.

Still the favorite

Television's share of top advertisers' budgets keeps inching up. Television Bureau of Advertising's 13th annual "TV Basics" pocketpiece, out soon, will report that close to 63% of top-100 national advertisers' ad dollars in 1969 were spent in TV. That's only fractional share-point gain from 1968, but it was achieved on 2.5% bigger total-advertising base and represented almost 3% increase in TV spending. Of almost \$3.369 billion spent by top 100, television got over \$2.118 billion. According to TVB's calculations, it was 15th straight year television was number-one medium for top 100.

In 1969 as in 1968, 89 of top 100 used television as their basic advertising medium (and three of 11 others were distillers, whose major products are not accepted for TV advertising). Once again, too, eight of top 100 put more than 90% of their budgets into TV. S. C. Johnson & Son had most complete TV commitment with 97.3%. Procter & Gamble cut its TV spending somewhat—and cut other media more—but remained TV's biggest customer at \$174.3 million, increasing TV share of total P&G budget from 91.5% to 92.9%.

Ins and outs

When FCC holds its next regular meeting Aug. 26, Chairman Dean Burch will notify fellow commissioners that Dean Francis Walsh, of San Francisco University Law School, will report Sept. 8 or 15 as new chief of Broadcast Bureau. Mr. Walsh, 46, will succeed George S. Smith, who retires next year, but will move into office of Commissioner Robert E. Lee as his legal aide until then.

There will be reorganization in Broadcast Bureau with Deputy Director James O. Juntilla, veteran FCC lawyer, expected to move to new assignment with-

in bureau. Who his successor will be is speculative, but it wouldn't surprise insiders to see Robert J. Rawson, chief of Renewal and Transfer Division, move up. While Mr. Juntilla won't retain rank, he will continue to draw present super-grade salary (in \$30,000-plus area) for two years.

Out with August

Kenneth A. Cox will leave FCC by Sept. 1, even if his nominated successor hasn't been confirmed by Senate. He so advised Chairman Dean Burch last week. Mr. Cox is expected to remain in Washington and probably become partner in communications law firm with possibility of another nonconflicting Washington representation.

Credit to Weaver

One interesting footnote to FCC action denying petitions for reconsideration of controversial prime-time access rule was ease and speed with which commission rejected industry pleas and affirmed its adoption of rule. Staff wasn't expecting easy decision; it had drafted alternative orders just in case—one denying reconsideration, other easing provisions of rule somewhat. But in Aug. 7 meeting, commission spent little time in discussion, voting within minutes to deny reconsideration—reportedly with Commissioner Robert E. Lee leading charge.

Major factor in commission thinking was said to be letter of Sylvester L. (Pat) Weaver Jr. endorsing new rule (BROADCASTING, Aug. 10). Commissioners were said to have been impressed because of his credentials as one-time board chairman and president of NBC. He's now communications consultant.

Deterrents to trading

High interest rates, tight money and shaky stock market are taking their toll in radio and TV station sales. While one-to-customer proposals of FCC have tended to stimulate negotiations, closings are being delayed in many instances, and renegotiations at lower prices or different terms are not unusual. One broker last week reported major-market radio station (in top 30), transfer of which had been approved by FCC, probably will be turned back because of purchaser's inability to raise \$1-million-plus purchase price even though his net worth at time of transaction had been 10 times that amount.

The worst thing to be in this country is a native American.



The American Indian doesn't live like an American citizen.

For one thing he's not directly governed by the government. But by a Federal agency. The Bureau of Indian Affairs.

Most still live on the same reservations set up by the white men who confiscated their land. Only now their slum conditions make a city ghetto look good by comparison.

It's time everyone took a hard look at the way 400,000 of our fellow citizens are forced to live.

That's why we prepared the one hour documentary, "Ho Ka He." The program produced by our

Baltimore station, WJZ-TV, was filmed on Pine Ridge Reservation in South Dakota. It examines the problems of the Oglala Sioux tribe. But more important it looks at their solutions.

"Ho Ka He," is another of the 52 prime-time specials Group W is bringing you on its five television stations throughout 1970.

This time we bring you a special about something that shouldn't be any American's problem. His heritage.



WESTINGHOUSE BROADCASTING COMPANY

Days of affluence draw to an end for commercials as ragged business economy foreshadows continued 'big production numbers.' Extravaganzas wane and old ways are revived as many return to pretesting and re-issues. See . . .

Cutting the frills out of commercials . . . 19

Avco, Scripps-Howard singled out for critical comment in FCC's conglomerate study; confidential inquiry turns up signs of in-house trading. Next: expanded probe on all multiple owners with large nonbroadcast holdings. See . . .

What triggered conglomerate probe? . . . 26

Attorney General Mitchell sets guidelines limiting ability of those who would subpoena newsmen for their sensitive information and assumes authoritarian role in subpoena issuance to safeguard fair trial-free press. See . . .

Mitchell offers an olive branch . . . 30

Outgoing FTC member Philip J. Elman argues regulatory agencies should not be judge and prosecutor simultaneously; urges establishment of 'trade' court to hear cases, with other functions vetted in a single commissioner. See . . .

Elman revives regulatory renewal . . . 32

Commissioner Robert Wells issues heavy warning at Arkansas Broadcasters Association meeting urging licensees to end quibbles on minor differences and get on with vital 'gut' issues; a question of priorities. See . . .

Hard words from Bob Wells . . . 34

FCC's policy statement on comparative hearings involving renewal applicants is impetus for Greater Miami Television's decision to withdraw from contest with Post-Newsweek Stations for its Miami channel 10, WPLG-TV. See . . .

Another challenger drops out . . . 36

CBS-TV finally agrees to pay American Society of Composers, Authors and Publishers \$360,000 a month for use of music while new license terms are being litigated or negotiated. See . . .

CBS warbles ASCAP's tune . . . 44

Broadcasters are moving quickly to seek court appeals of FCC's denial of petitions to reconsider prime-time access rule. CBS and WCAX-TV Burlington, Vt., have appealed and NBC is on verge of doing so. See . . .

No time is lost on prime-time appeals . . . 46

Political broadcasting bill sails through House with strong bipartisan support, only to be endangered by snag in ensuing House-Senate conference committee over bill's effective date. See . . .

Fortune is fickle for broadcast bill . . . 46

Survey of active and associate members of National Association of Farm Broadcasters reveals that consumer education may play important role in agricultural programs in coming decade. See . . .

Keeping them informed down on the farm . . . 53

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Broadcasting

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When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.

WFAA-TV DALLAS-FORT WORTH

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

Fairness day at the FCC

FCC, in landmark fairness-doctrine ruling, has held that major television networks must make prime time available to spokesman for those opposing President Nixon's views on war in Southeast Asia.

Commission, in second major ruling Friday (Aug. 14), said that fairness doctrine requires CBS to afford Republican National Committee time to reply to Democratic National Committee Chairman Lawrence F. O'Brien. Mr. O'Brien appeared on CBS's first *Loyal Opposition* program on July 7.

Decisions were contained in package disposal of five fairness-doctrine complaints.

Only one complaint was rejected outright—that of Senator Robert Dole (R-Kan.) and 10 other senators who had been denied time by NBC to reply to Senate doves who had bought time to back end-war bill.

Commission stressed that decisions did not amount to engrafting of equal-time policy on fairness doctrine. Licensees are permitted wide discretion in affording time for expressing contrasting views under fairness doctrine, commission said.

But critical question in President Nixon's case was fact that President had taken to network five times to discuss southeast Asia war since November 1969.

Commission said that all three networks—and particularly NBC—had done something toward providing opportunities to answer President. But, in view of President's five speeches, commission said, results fall short of what is reasonable. (Commission said problem would not arise from single speech.)

Accordingly, commission said, networks must afford time "for one more uninterrupted opportunity by an appropriate spokesman to discuss this issue, with the length of time to be determined by the nature of the prior efforts in this area of uninterrupted presentations . . ." Commission said choice of spokesman was up to networks.

Ruling was in response to complaints filed by 14 anti-war senators, Business Executives Move for Vietnam Peace (BEM) and Committee for Fair Broadcasting of Controversial Issues (group of Yale University professors and law students and members of New Haven Black Coalition).

BEM and 14 senators had asked for ruling that spokesman should be given

equal opportunity to respond when President addresses nation. But commission denied this aspect of complaint, contending such equal-time requirement in fairness area is wholly inappropriate.

Commission, in upholding Republicans' complaint against CBS, held that CBS's *Loyal Opposition* series—designed as means of permitting DNC to respond to President in prime time—was good idea, but that July 7 program did not fulfill CBS's intention.

Commission denied complaint of Senator Dole and 10 other senators on ground that NBC did not act unreasonably in refusing their request for time. Commission said NBC had "extensively" presented opposing points of view on newscasts, in interviews and in documentaries.

Only two commissioners—Robert T. Bartley and H. Rex Lee—dissented to commission decision. But Commissioner Robert Wells did not participate in matter involving Senator Dole, long-time friend.

Commissioner H. Rex Lee issued statement asserting that all complaints should have been denied.

House punts on political

House Democratic leaders sidestepped showdown vote on political-broadcasting conference report last Friday (Aug. 14), after discovering that Republicans—who oppose measure in its final form—were present in uncomfortably large numbers.

When first quorum call was taken, tally showed that enough members were present to permit vote on bill.

However, it was apparent that ratio

The difference a day makes

What was probably a one-day record for filing of assignment and transfer applications at FCC was set July 31, when total reached 72, including 22 applications for pro-forma changes in ownership, it was learned late last week. Aug. 1 effective date for new and much higher filing fees. Application for full-fledged change in ownership cost \$150 fee on July 31, \$1,000 day later; pro-forma application fee went from \$30 to \$250.

Thus, applicants saved themselves total of \$47,340. But they don't escape new grant fee of 2% sales price if applications are approved; they would have to file applications month earlier to beat that.

of Republicans to Democrats was almost equal—and, reportedly, many Republicans who declined to answer quorum call were waiting in wings, in case conference report came up for vote.

House originally passed bill with bipartisan support, but crucial change made in House-Senate conference committee turned most Republicans against entire package.

Where original bill would not have taken effect until Jan. 1, 1971—after fall elections were out of way—conferees agreed to make bill effective 30 days after enactment (see page 46).

Now that bill has passed through conference, individual sections cannot be voted up or down. Both houses must say yes or no to bill in its entirety.

Final vote will now be put off until early in September, when House returns from summer recess.

AT&T scares satellite bidder

Western Union told FCC Friday (Aug. 14) that permitting AT&T to enter domestic-satellite field could make it difficult for WU or any other entity to compete.

In comments on FCC's notice of proposed rulemaking relating to establishment of domestic communications satellite systems, WU warned that if number of systems are authorized, fragmentation of market would result, causing applicants, satellite users and general public to suffer.

WU called for single "high-capacity, multi-purpose" system to be shared equally among all users. And it suggested commission should confine AT&T's participation—at least initially—to leasing channels for its public message service from systems owned by others.

WU, first to apply for domestic satellite system (BROADCASTING, Aug. 3), said its proposed system will have capacity to meet needs of common carriers—including AT&T—and that it will encourage interconnection with carriers.

If AT&T is permitted to own and operate system, WU said, it would pose substantial "constraining" factor to potential entrants who could not compete with AT&T.

Musicians accept new pact

Ratification of new two-year contract with TV networks was announced Friday (Aug. 14) by American Federation of Musicians, whose members voted

More "At Deadline" on page 10

overwhelmingly for pact.

Agreement had been reached last month but details were withheld pending ratification (BROADCASTING, July 27).

Pact calls for basic 12% increase in wages for casual musicians and rise to \$300 weekly from \$277.70 for staff musicians, retroactive to Aug. 1.

Contract also calls for reduction in quota for staff musicians at networks in Los Angeles and New York. In Los Angeles, quota of 25 at NBC will end on July 31, 1971 (other networks do not have staff men there.) In New York, there will be reduction of five staff musicians at each of networks (now 25 at ABC, 30 at NBC and 40 at CBS) on July 31, 1971, and remaining musicians will be guaranteed employment for second year of pact through July 31, 1972.

Setback for educators

Educational groups found themselves almost shut out in latest FCC proposals for U.S. presentation to international telecommunications conference next year.

Commission, in seventh notice of inquiry, released Friday (Aug. 14), said it was rejecting two proposals made by educational groups interested in assignment of frequencies for international space communications.

One called for allocation of 108 mc band for FM direct satellite broadcast. Commission said signal from satellite would represent potential interference source over one-third of world.

Second proposal was for reserving 2500-2690 mc band for exclusive use of educational TV, public TV services and other educational and noncommercial communications. While declining to adopt plan, commission invited comments on definitive proposals for use of band "in part or entirely in manner compatible with other existing or proposed uses."

Current U.S. proposal for use of 2500-2690 band involves space-to-earth transmissions in earth sciences satellite service, employing one or two remotely-located sophisticated earth stations. Communication satellite space-to-earth operations in Alaska are contemplated in 2500-2550 mc band.

"Properly qualified," commission said, there was "merit" in proposal by educational groups to allocate band of frequencies at 12 gc for distribution service. But it termed "too general" related suggestion for allocations in 18 and 35 gc bands.

Commission removed earlier limitation of communications-satellite service solely to distribution of TV programs, saying it would waste spectrum space.

Retained by commission in proposals

Week's Headliners



Mr. Kirkpatrick

Miles W. Kirkpatrick, Philadelphia lawyer who was chairman of American Bar Association committee that was critical of Federal Trade Commission, nominated by President Nixon to be chairman of that agency (see page 22).

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

for broadcasting satellite service was definition of term "direct reception" as covering reception by both individuals and community groups. Commission said proposal looked toward evolutionary process beginning as satellite service to conventional earth stations for program distribution, progressing to system rendering service to smaller stations for local distribution centers, and finally direct satellite-to-home service.

Comments on new proposals are due by Sept. 23; replies by Oct. 5.

Cowles earnings up

Cowles Communications Inc., New York, reported Friday (Aug. 14) increase in consolidated net income of \$1,276,000 for first half of 1970. Gain was attributed mainly to extraordinary items—biggest of which was sale of Star Publishing Corp., publisher of San Juan (Puerto Rico) Star to Scripps-Howard Newspapers for \$9.75 million.

Sale, consummated Aug. 12, followed termination of earlier negotiations for sale to Fairchild Publications, division of Capital Cities Broadcasting Corp. (BROADCASTING, July 6, et seq).

One way to pick a regulator

Senator William Proxmire (D-Wis.) last week urged that consumer be given voice in nominating new Federal Trade Commission chairman—voice, he said, which consumers now lack.

He said in letter to Senator Frank Moss (D-Utah), chairman of Senate Consumer Subcommittee, that little

consideration was given to consumer-oriented groups' requests for role in selecting FTC head similar to that played by organized labor in choosing Secretary of Labor.

He pointed out that letter in no way reflected on competence of Miles Kirkpatrick, nominee for top FTC position (see page 22).

Senator Proxmire defined ideal FTC chairman as technically competent, with "a will to perform in interests of consuming public," and "the confidence of the country's consumer movement.

National agency for AAMCO

AAMCO Transmissions Inc., Bridgeport, Pa., has named Compton Advertising, New York, as its first national agency, it was reported Friday (Aug. 14).

Account bills about \$2 million, of which approximately 80% is in TV-radio. In past AAMCO has used various local and regional agencies for its advertising.

Protest on satellite fees

Senator Mike Gravel (D-Alaska) has asked FCC to reconsider proposed \$50,000 flat fee for granting of initial satellite earth-station construction permits.

"Serious concern" was expressed by senator that fee might pose obstacle to implementation of Alaskan communications satellite system.

While fee was probably set with larger Intelsat type of installation in mind, senator told commission, "such large fee for construction of small stations could seriously deteriorate economic feasibility of generalized satellite communications for Alaska."

Robbery at WHIT(AM)

Equipment valued at \$13,000 has been stolen from WHIT(AM) New Bern, N.C. Thieves made off with four modified Ampex AG-4400's and one Schafer VLR logger.

Insurance company is offering \$1,000 reward, but both equipment and culprits were still missing late last week.

New use for Nielsen data

A. C. Nielsen Co., Chicago, confirmed Friday that its Designated Market Area television data will be employed for print versus television comparisons in "Circulation-70," publication of American Newspaper Markets Inc. Newspaper group heretofore has used Area of Dominant Influence TV market data from American Research Bureau.

Match your mood.

Mood. Now there's an elusive quality if there ever was one, especially when you want it to work for you in a television commercial. Everyone who wants it usually finds it in film. They sometimes call it the film "look." But whatever you call it, there's only one medium that can give it to you.

Film has been developed, refined, improved, and used to such an extent that it can't help being *the* commercial medium. It already has the look, the convenience, the flexibility, the portability, the practitioners, and the following that others are shooting for. Yes, when you want a commercial medium that will match your mind step by step, there's only one choice.

EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-0200; Dallas: 214/351-3221; Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.



Kodak

■ Indicates first or revised listing.

August

- 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. 19-23—15th annual convention, *National Association of Television and Radio Announcers*, Royal Coach Inn, Houston.
- 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. 21-23—Meeting, *North Carolina Associated Press Broadcasters Association*, Beech Mountain Resort, near Banner Elk, N.C.
- Aug. 21-23—Meeting, *West Virginia Associated Press Broadcasting Association*. Greenbrier hotel, White Sulphur Springs.
- Aug. 24 - Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madsen, executive director, film, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.
- Aug. 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

September

- Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stocks by banks acting through their trust departments.
- Sept. 10-12—Annual fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.
- Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis.
- Sept. 11-13—Meeting of *Maine Association of Broadcasters*, Sebasco Lodge, Sebasco Estates.
- 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. 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—Deadline for comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.
- 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—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.
- Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.
- Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*. Airport Marina, Los Angeles.
- Sept. 17-19—Semi-annual meeting, board of trustees, *National Academy of Television Arts and Sciences*, Essex House, New York.
- Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programing clinic presented by *Smiles Group Broadcasting* to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.
- Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.
- Sept. 21-24—10th annual convention, *Institute of*

Broadcasting Financial Management, Statler Hilton, Washington.

- Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.
- Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently, Brown Palace hotel, Denver.
- Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.
- 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.
- Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina State Broadcast Associations*. Ponte Vedra club, Ponte Vedra, Fla.
- Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.
- Sept. 28-29—Fall display meeting, *Pacific Northwest Cable Television Association*. Hanford House convention center, Richland, Wash.

October

- Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.
- Oct. 1-2—Fall meeting of *New York State 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.
- Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.
- Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.
- Oct. 4-9—103d technical conference of *Society of Motion Picture and Television Engineers*. Speaker: David V. Picker, president of United Artists.
- Oct. 7—Deadline for comments of FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.
- Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.
- Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner Motor Inn, Fayetteville, N.C.
- Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.
- Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.
- Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announce-

1970 National Association of Broadcasters conference schedule:

- Oct. 19-20—Sheraton Biltmore, Atlanta.
- Oct. 22-23—Palmer House, Chicago.
- Oct. 26-27—Benjamin Franklin, Philadelphia.
- Nov. 12-13—Monteleone. New Orleans.
- Nov. 16-17—Brown Palace, Denver.
- Nov. 19-20—Mark Hopkins, San Francisco.
- (For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

ments of station and network employees' financial interests in advertised services and commodities.

- Oct. 13-15—*Illinois Broadcasters Association* fall convention, LaSalle hotel, Chicago.
- Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.
- Oct. 15-17—Wsm-AM-FM Nashville's Grand Ole Opry 45th birthday/anniversary celebration.
- Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.
- Oct. 16-18—East central area conference of *American Women in Radio and Television*. Ponchartrain hotel, Detroit.
- Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, vice president, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.
- Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society*, Waldorf-Astoria hotel, New York.
- Oct. 21—Pulse Man of the Year luncheon. Plaza hotel, New York.
- Oct. 22-23—Annual fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.
- Oct. 23-25—Southern area conference of *American Women in Radio and Television*. Marriott Motor Inn, Atlanta.
- Oct. 23-31—22d Cine-meeting of *International Film, TV-Film and Documentary Market (MIFED)* in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fieramil.
- Oct. 26-27—Fall convention of *Kentucky Broadcasters Association*. Phoenix hotel, Lexington.
- Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.
- Oct. 29 - Nov. 1—Western Region fall conference, *American Advertising Federation*, Casa Royale, Bakersfield, Calif.
- Oct. 30 - Nov. 1—Midwest area conference of *American Women in Radio and Television*. Cherry Hill Inn, Cherry Hill, N.J.

November

- Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.
- Nov. 5-7—Eleventh annual *Information Film Producers of America Conference*. Newporter inn, Newport Beach, Calif.
- Nov. 5-7—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada Inn, Portland, Ore.
- Nov. 7-21—*Sixth Chicago International Film Festival*. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.
- Nov. 8-10—Annual convention, *Broadcast Promotion Association*. Astroworld complex, Houston.
- Nov. 10—Public hearing of the *Canadian Radio-Television Commission*. Winnipeg Inn, Winnipeg, Man.
- Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters Conference. Washington Hilton, Washington.
- Nov. 11-14—*Sigma Delta Chi* convention. Palmer House, Chicago.
- Nov. 12-13—*SMPTE-SPSE* tutorial seminar on "Technologies In Motion Picture Film Laboratories", Airport Marina, Los Angeles.
- Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.* Shoreham hotel, Washington.
- Nov. 20—Third annual fall management seminar, *Kansas Association of Radio Broadcasters*, Radisson Hotel, Wichita.
- Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference

theme, which celebrates Golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

Nov. 23—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

December

■Dec. 1—Deadline for reply comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

January, 1971

■Jan. 11-17, 1971—Triannual meeting, Unda, international catholic association for radio and TV, Loyola university, New Orleans.

OpenMike ©

Man of a thousand faces

EDITOR: I have always admired actors whose versatility permits them to play the full latitude of roles from comedy to heavy tragedy. Until I read this week's BROADCASTING (Aug. 3), I did not fully appreciate the versatility of one of my good friends, Mike Dann. I have long recognized his unique skills as a raconteur, satirist and scene-stealing end man, but I surely didn't realize he could also play the role of the stern schoolmaster, nibbling on the hand that recently fed him! —Rex G. Howell, president, XYZ Television Inc., Grand Junction, Colo.

Fairness for broadcasters

EDITOR: I just noticed that Roy Danish [director of the Television Information Office] is going to answer Nick Johnson's explosions ["Closed Circuit," Aug. 3].

I'm reminded of the commercial: "Aunt Jemima, what took you so long?"

At the Nebraska broadcasters convention last year I heard some of the sages saying it was wrong to answer him because it would draw too much attention to him. This I disagreed with diametrically. If the fairness doctrine is supposed to work according to that fellow who invented all the card games—Hoyle—then it should work for the broadcasters as well.—Gordon C. (Bud) Pentz, president, KWBE-AM-FM Beatrice, Neb.

What's the truth?

EDITOR: I protest your editorial in reference to the lack of nutritional value in many cereals foisted on the public today (BROADCASTING, Aug. 3). Your argument that we have a healthier generation is, evidently, not traceable to cereals or many of the analgesics advertised today. And poorer still is your inference that the public should con-

February, 1971

■Feb. 4-6, 1971—New Mexico Broadcasters Association convention. Palms motor hotel, Las Cruces, N.M.

March 1971

■March 8-11, 1971—Spring conference, Electronic Industries Association. Statler Hilton hotel, Washington.

■March 28-31, 1971—National Association of Broadcasters annual convention. Conrad Hilton, Chicago.

April, 1971

■April 1, 1971—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

tinue to be deceived because some advertising revenues are used to underwrite public causes through the Advertising Council. One would think that as a responsible publisher you would welcome any move to provide more truth in advertising instead of winking at deception with an eye always beamed towards the dollar to be gleaned thereby! There is no substitute for truth anywhere, and more especially in the marketplace.—A. Lincoln Faulk, president, WCKB (AM) Dunn, N.C.

How spots garner awards

EDITOR: As a TV-commercial juror at the Cork (Ireland) International Film Festival last September, I found the jury strong on salesmanship as the number-one requirement for commercial excellence.

The Miles Labs vitamin commercial (J. Walter Thompson), which won the grand prix, and the other category winners all happened to be pointed directly at the cash register. And the other jurors were all United Kingdom and continental creative men.

So the "Monday Memo" by Richard R. Uhl ["Venice ad festival puts the emphasis on salesmanship," BROADCASTING, Aug. 3] echoes the Irish festival in judging commercials. Don I. Kearney, director of sales, Corinthian Stations, New York

Other outlets too

EDITOR: The article about broadcast news bureaus in Washington (BROADCASTING, July 27) was interesting and well-done. However, the WAVE Inc. Stations (now Orion Broadcasting Inc.) with Dean Norland lists all of our stations as AM. The list should read WAVE-AM-TV Louisville, Ky.; WMT-AM-FM-TV Cedar Rapids, Iowa; WFIE(TV) Evansville, Ind., and WFRV(TV) Green Bay, Wis.—Bill Logan, promotion director, WAVE-AM-TV Louisville, Ky.

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Broadcasting

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*Reg. U.S. Patent Office.

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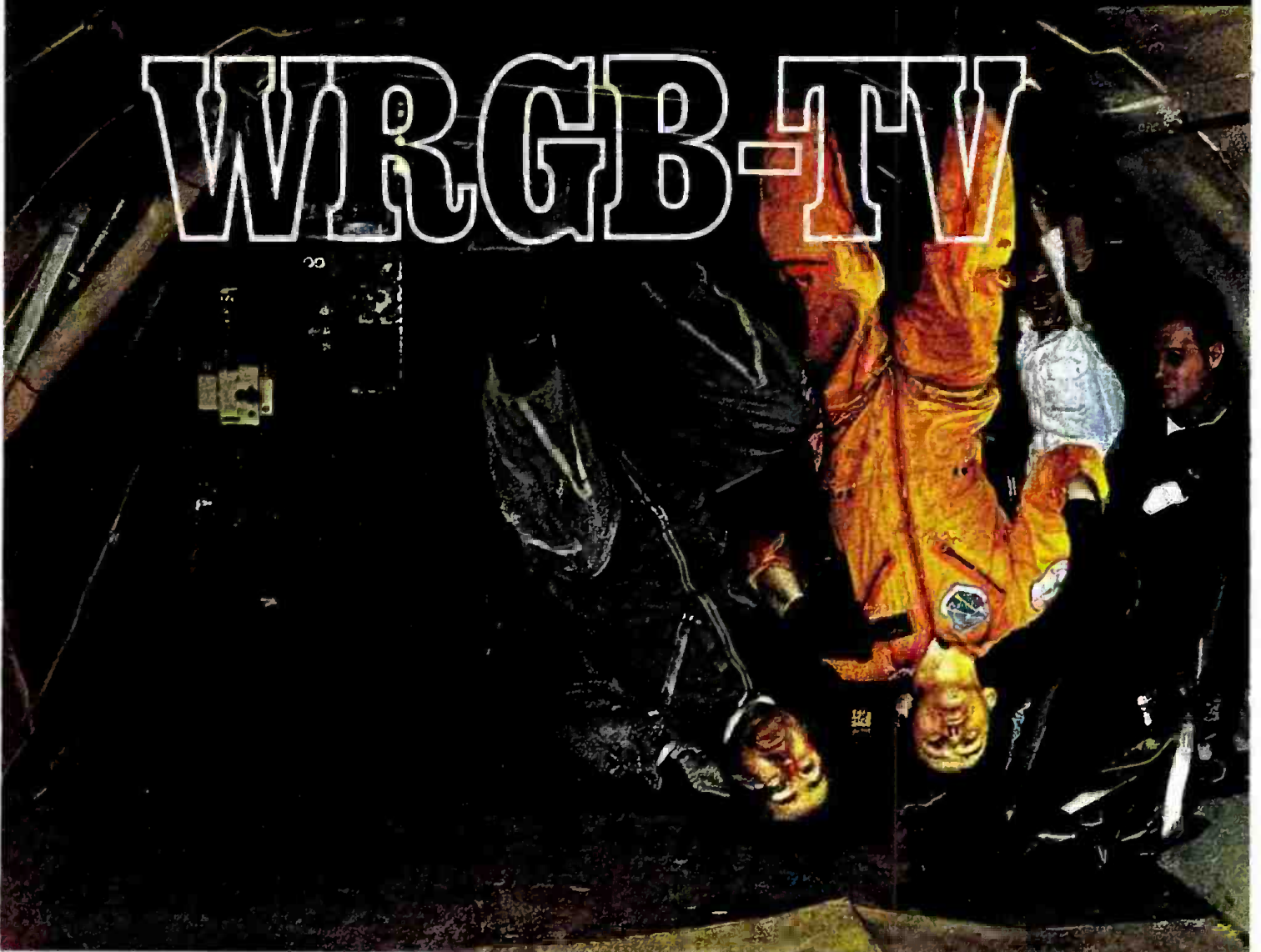
A LOCAL NEWS STORY HAPPENED OUT OF TOWN AND WRGB-TV'S ERNIE TETRAULT LOST 180 LBS. BRINGING IT BACK

This WRGB-TV news interview was a journalistic exclusive... an enlightening 35 seconds of tumbling, floundering and floating in zero gravity with NASA experimenters.

The upside down man on the right is Air Force Major Robert Lilac. The man on the left is WRGB-TV anchorman Ernie Tetrault. When WRGB-TV learned that Major Lilac, a resident of New York's capital district, was in astronaut training, they sent Ernie and cameraman Bob Schneider to investigate. They returned with a fascinating aerospace venture.

Capital district news doesn't always happen in the capital district. WRGB-TV newsmen follow local citizens to the newsfronts... to Vietnam, Israel, the national political conventions. When it comes to understanding the complex news stories of today, there's nothing like having a member of the community right there on the scene to bring back a community point of view.

WRGB-TV



hrp

HARRINGTON, RIGHTER & PARSONS, INC.

TELEVISION INNOVATORS

hrp blue

WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

WRGB-TV	Albany/Schenectady/ Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC



TV-radio brought Santa Anita back to winner's circle

Southern Californians, ranging from regular railbirds to the society set, blinked when *Laugh-In's* Ruth Buzzi, as Gladys Ormphy complete in hair net and baggy sweater and stockings, talked about "naked" horses at Santa Anita race track in a series of television commercials. They also raised eyebrows when radio spots invited them to go to Santa Anita and find out what a "maiden" was.

Santa Anita's radio and television campaign for its latest season was a major step in a current revolution in horse-racing advertising, which for decades has been stereotyped by newspaper and outdoor campaigns announcing that so-and-so track is now racing.

But in the past couple of years, the managements of the country's largest tracks have been forced to take a close look at their advertising and promotional efforts. Attendance has been down, especially in comparison with the booming days of the latter '40s and '50s.

This has not been an easy task for track managers to face up to, because in the "good old days" thoroughbred racing was the Sport of Kings and received extensive coverage by the press. They asked the obvious question: Why spend promotional dollars when they didn't have to?

But the slipping gates of the past couple of years demanded that the tracks conduct a few surveys.

Results pointed up two major problems:

First, competition for the entertainment dollar is a lot tougher than it was only five years ago. The general public is spending its leisure-time dollars on football, basketball and other sports, including those participation activities such as camping and boating. Second, the existing horse-race fan averages around 45 years of age and is simply dying off. He is not being replaced by new fans.

In an attempt to crack the market of Los Angeles basin adults who do not go to racing—and they make up the majority by far—Santa Anita tripled its ad budget and changed agencies. After reviewing six shops, the track selected Davis, Johnson, Mogul & Colombatto, a Los Angeles based agency.

In approaching our problem at Santa Anita, Bob Davis, president of DJMC

felt that because of the short time span of a 75-day racing season, a highly provocative and memorable campaign was necessary.

He felt an advertising push that would evoke an immediate response was required. As he said, "We couldn't afford to be placid or passive."

In analyzing our previous advertising efforts, Bob Colombatto, executive vice president and creative director of the agency believed our ads had become stereotyped—that we had been saying essentially the same thing year after year to the same people.

Knowing that we wanted new people to think about racing, even think about it in a different way, he suggested a comedy treatment.

Following along the line of these thoughts, media selections were easily made. Television was a natural. Thoroughbred racing offers beautiful horses in dramatic action plus jockeys in colorful silks and crowds displaying every imaginable emotion.

We chose radio for another reason. Our surveys have shown that 75% of those that go to the track, make up their minds that morning. And since our whole effort was directed at getting more people to come, we used saturation spots on several of the mass-appeal radio stations.

All told, two-thirds of our total budget went into broadcast media. The remainder was put into newspapers and the horse-racing press.

The television and radio schedules were set up in waves. The season was to be launched with three weeks of TV spots, followed by a couple of weeks of saturation radio, then back to TV and on until the end of the season. A limited budget did not permit continuous,

prime-time television for the full three-and-a-half month season.

As these schedules were arranged, creative planning and production got under way. Four 20-second television spots were produced.

In each, Miss Buzzi came on full screen and gave a lead line, which was followed by quick cuts of horses and people in action, visually complementing what she had said.

For example, Miss Buzzi was shown in her most negative expression as she said, "I know all about Santa Anita. All those nasty horses running around with just their shoes on. Disgusting." Then tight shots of action were shown, with a male voice-over announcing, "Yes, come to Santa Anita and see naked horses."

Another spot was built around the line, "People get wildly emotional nine times a day at Santa Anita."

The radio spots used the same themes, with additional spots explaining that in horse racing a "maiden" is one that has never won a race.

Was the television and radio campaign successful?

We don't really know. A labor strike delayed the opening of Santa Anita for over a month, and all of our carefully made plans were thrown completely out of line. The budget was cut proportionately. Original schedules were canceled and new ones were arranged at the last minute.

However, Southlanders who were never aware of horse racing were talking about those naked horses at Santa Anita.

And the average daily attendance during the last two months of the season was 1,100 people more than over the same period the year before.



Ken Downs has been advertising and public-relations director of the Los Angeles Turf Club (Santa Anita Race Track), Arcadia, Calif., for two years. Formerly he held advertising and promotional positions with Mobil Oil, Pabst Brewing and Glendale Federal Savings. He says all of his jobs have involved him in professional sports, including auto racing, boxing and football. He was graduated with a degree in journalism from the University of Southern California.

Will people pay \$12⁵⁰ to watch a TV broadcast?

Yes, and now your station can have this World Cup Soccer

The world's most exciting TV event, watched by more TV viewers than the moon landing... World Cup Soccer 1970. Real soccer, the greatest in soccer. And look how it pulled.

In the U.S., closed circuit telecasts, in arenas, at up to \$12.50 per seat, *smashed* box office records in every major market. In New York, for example, Madison Square Garden and Felt Forum

were sold out so completely that hotel ballrooms and the big New York Coliseum were added. And even then SRO was sold out.

Now these games which drew almost a billion TV viewers in other countries can be yours. All 32 of them. The world's greatest teams, in the world's most exciting sport, in the world's most exciting (once-in-four-years) event... World Cup Soccer 1970.

32 action-packed 2-hr tapes in color English Commentary

WORLD CHAMPIONSHIP: Brazil vs. Italy

SEMI FINALS: Brazil vs. Uruguay
Italy vs. West Germany

QUARTER FINALS: Brazil vs. Peru
Italy vs. Mexico
W. Germany vs. England
Russia vs. Uruguay

USSR vs. Mexico
Peru vs. Bulgaria
Czechoslovakia vs. Brazil
Uruguay vs. Italy
El Salvador vs. Mexico
W. Germany vs. Bulgaria
Brazil vs. Rumania
Italy vs. Israel
Uruguay vs. Israel
Belgium vs. El Salvador
Morocco vs. W. Germany
Rumania vs. Czech.
Sweden vs. Israel
El Salvador vs. USSR
W. Germany vs. Peru
Czech. vs. England
Rumania vs. England
Italy vs. Sweden
USSR vs. Belgium

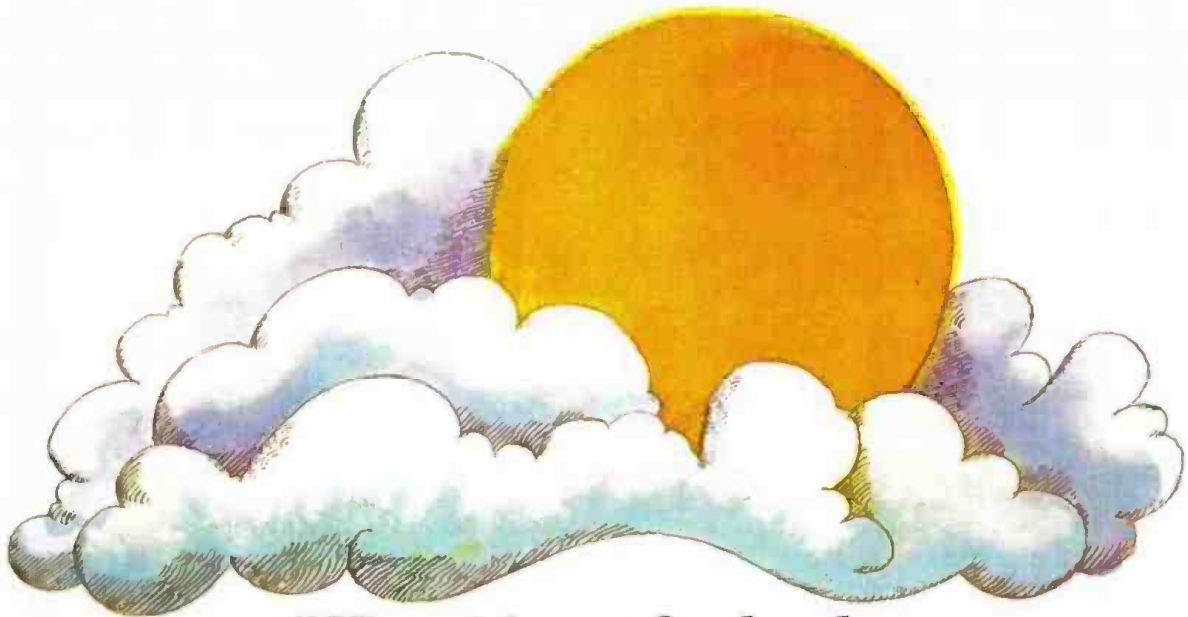
Peru vs. Morocco
Brazil vs. England
Sweden vs. Uruguay
Belgium vs. Mexico
Morocco vs. Bulgaria
Uruguay vs. W. Germany



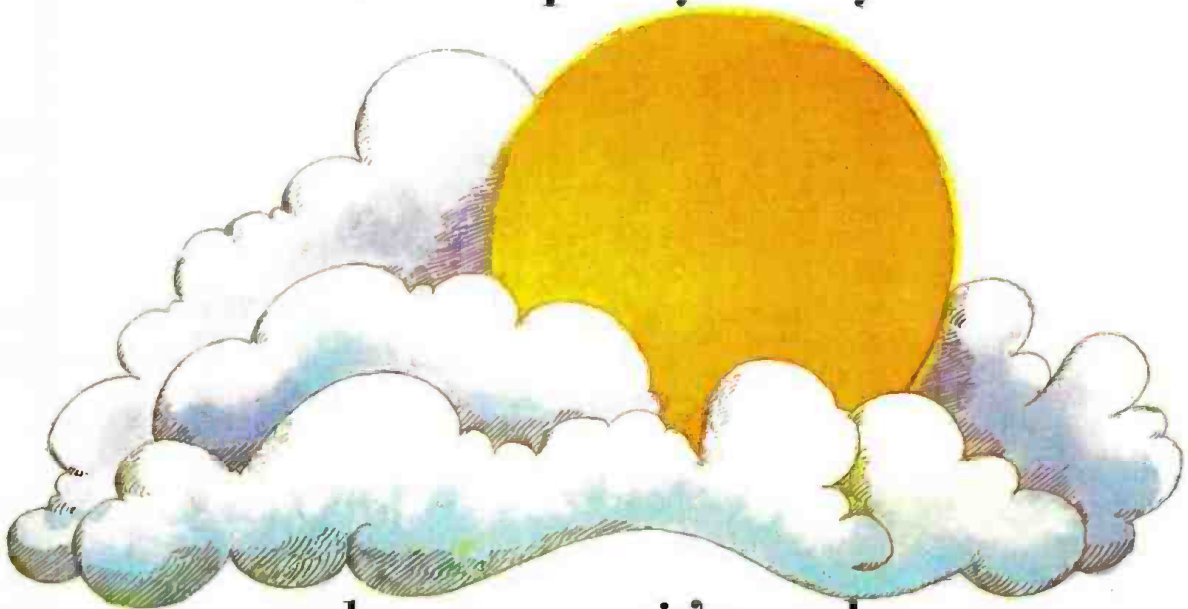
Call, write or wire

SPANISH INTERNATIONAL NETWORK

250 Park Ave., New York, N.Y. 10017 (212) OX 7-0585



When it's partly cloudy,



our weathermen say it's partly sunny.

Everybody's heard the old adage about the glass being either half full or half empty.

The pessimists say it's half empty. And the optimists say it's half full.

Of course, they're both right. It just depends on how they look at it.

At the ABC Owned Television Stations we like to think the glass is half full.

Whether we're giving you tomorrow's weather or today's news.

This doesn't mean we're Pollyannas. We give you the news, and that means all the news. Straight. No

holds barred. No punches held.

That's our commitment as professional newsmen.

But we also feel we have another commitment. A commitment to the people who have to listen to today's news.

So our men deliver the news with a little more hope. A little more warmth. And a lot more concern for the viewer.

Even if that means making sure our weathermen have sunny dispositions when the weather doesn't.

It's our style. Our delivery. Call it whatever you like.

But the simple truth is, it's working. Since our stations have begun showing more concern for the viewer... there have been more viewers. Over one million of them.* And there are more coming every day.

Which just goes to prove—there's a bright side to looking at the bright side.

Our weathermen with their sunny dispositions are: John Coleman at WLS-TV, Chicago, Jim Smith at WXYZ-TV in Detroit, Peter Giddings at KGO-TV in San Francisco, Allen Sloane at KABC-TV in Los Angeles and Tex Antoine at WABC-TV in New York.



We let the sun shine in.

ABC Owned Television Stations.

Cutting the frills out of commercials

**Extravaganzas are out, pretesting is in
as agencies, clients react to tight economy**

Major advertisers and agencies are reshaping their approach to TV commercial production, applying hard-headed methods to cope with rising costs in a period of general economic uncertainty.

A sampling last week of advertising agency officials responsible for TV commercial production indicated that their expenditures in the medium generally were not keeping pace with 1969's. Even the more active agencies said their spending was at approximately the same levels as last year, though costs have risen.

But agency production executives were quick to point out that they were guarding against the sacrificing of quality for economy by intensifying some of the techniques they have used in the past:

There is more extensive reliance on pretesting of commercials before agencies commit to a finished product; there is a movement away, in many instances, from the lavish, expensively produced commercial; there is a curtailment of location shooting on distant shores and there is some increase in the re-showing of older commercials.

The production companies that make the commercials for the agencies are feeling the pinch. The slackened pace of the industry was underlined by Harold Klein, executive vice president of the Film Producers Association, whose membership accounts for approximately 70% of the national volume. He called 1970 "a crisis year and probably the worst in the past 10 years."

Mr. Klein estimated that the gross for TV commercial production in the East last year was about \$70 million, but that this year, based on figures to date, "the dollar volume is running anywhere between 15% and 20% lower than in 1969." He said reports from Hollywood, the other main center of the commercials field, indicate that production there has slumped as sharply as in the East.

Undoubtedly the principal reason for

the cutback in production, Mr. Klein conceded, is the ragged business economy, which has forced advertisers to evaluate more sharply both their media and production outlays. But he placed some blame on the inclination of some advertisers and agencies to use the services of nonunion production houses and independent production specialists as a means of shaving production expenditures.

"This is a situation that we can control to an extent," Mr. Klein stated. "We plan to hold a meeting soon with the three unions most closely associated with commercials production—the International Alliance of Theatrical Stage Employees, the Teamsters Union and the Screen Actors Guild—to see if they can set up machinery to police their con-

**Special report:
How farm programs
are changing
with the times.
Page 53**

tracts more closely."

A check of some of the leading TV commercial studios in New York generally substantiated Mr. Klein's assertion that the first seven months of this year were lackluster.

On the other hand, the reaction of some of the top advertising agencies to reports of production retrenchments were less unanimous. There were some agency officials who readily acknowledged they have cut their output, but there were others who insisted they were turning out as many as in 1969 and at the same dollar level. But significantly they revealed that in an era of rising operating costs they were not increasing their budgets.

Mr. Klein said that his investigation showed that with fewer commercials

being produced, advertisers are, in some instances, re-editing them and running them more often.

There was no unanimity on this point among agency officials. Several agreed they had adopted this course to effect savings, but others contended that usage of a commercial was related only minimally to production costs. They pointed out that usage hinges on such factors as the "wear" quality of the spot; its place in the schedule (for example, a daytime commercial carried every day should be replaced more often than one carried once a week in prime time) and new-product introduction, which dictates a new commercial.

There was some evidence that the expensive, lavish commercial will not be made as frequently as in the past. But not all agency executives would go along with the thesis of Douglas MacIntosh, senior art director and producer, W. B. Doner Co., Detroit, who recently said that the era of "the elaborate high-cost TV commercial may be nearing its end." Mr. MacIntosh claimed that in line with trends in feature films, commercials are returning to the "neglected values of simplicity, honesty and directness."

There was some outright support for Mr. MacIntosh's prediction by some agency executives, but others felt that the high-budget commercial, though perhaps not so prominent as in the past, would continue to be made in instances where certain production values were indicated. Several said they were still producing costly commercials as well as those of a more modest price.

The sluggish tempo of commercials production thus far this year was indicated by an official of MovieLab Inc., New York and Hollywood, which says it handles processing for about 60% of all TV commercials. He said business in 1970 so far has been "just so-so." He said several production houses have gone out of business and several others are on the verge of closing shop.

In recent months, two of the larger

production firms, WCD Inc., New York, and Pelican Productions Inc., also New York, ceased operations.

Alfred R. Tennyson, vice president in charge of commercial production at J. Walter Thompson Co., New York, estimated that JWT would spend as much this year as in 1969 but said it probably would turn out more commercials. He indicated there would be a small drop-off in the more lavish commercial and a substantial increase in the number of pretested commercials.

A spokesman for Dancer-Fitzgerald-Sample said that some of the larger producers are losing business to "a new kind of guy" springing up in the business—the independent producer-specialist. He indicated that some agencies prefer to work with this type of specialist on particular assignments.

Carl Sturges, vice president, TV production, Young & Rubicam, New York, reported the agency has been watching production costs carefully for the past three years, and believes Y&R will spend about as much in this area as in 1969. He indicated there would be some but not a substantial reduction in the number of expensive commercials, and pointed out that Y&R subjects them to intensive testing.

Mr. Sturges felt that the general economic slump has hurt certain production houses, but added it was his opinion that other producers are faring reasonably well, particularly those with good reputations and realistic pricing policies.

Gordon Webber, vice president and director of television commercial production for Benton & Bowles, noted a "marked cutback" in the number of commercials ordered this year and added that his company's commercial production was "down 30% from last year's."

"Advertisers are more hard-headed in their assessment of advertising effectiveness and are trying to produce the best possible commercials," he said.

B&B is also producing more test commercials and seeking quality production at budget prices, through low-cost tape. All of the test commercials are made in its own shop and used exclusively for concept testing among consumer groups. Outside firms are used for the final production.

Bernie Haber, vice president and TV producer at BBDO New York, said production volume is running at the same level as last year, though the agency is watching budgets closely. He said the agency is ordering commercials in the middle brackets (\$17,000 to \$18,000) as well as the expensive ones (\$35,000-\$40,000), depending on the needs of the clients.

He noted that production companies in commercials sometimes expand too rapidly and build luxurious facilities in

the expectation of obtaining business that often does not materialize. But he added that although some of the larger companies may shut down, there is always a group of smaller companies that spring up from personnel leaving the bigger organizations.

Barry Biederman, a vice president and creative director at Needham, Harper & Steers, noted "some slack" in commercial production, but added: "I don't think there's been any devastating fall-off." He emphasized that the situation varies by client, although he conceded cost estimates "are being looked at far more closely."

As an agency, Mr. Biederman said, NHS has always done a lot of test commercials, but recently he has seen an even greater trend toward pretesting spots. Among NHS clients making expanded use of pretest spots are Calgon, S. C. Johnson, Kimberly Clark, and, outside the package-goods area, Xerox.

These spots are done by outside production services, often small film houses set-up specifically for low-cost, unpolished production of test commercials. NHS clients also put animated storyboards to frequent use.

The production head of a large TV agency conceded that "the general talk is, you know, that there are fewer commercials being made this calendar year," but he hesitated to call the drop "significant." He said spots are getting "a little more simplified and direct," a result not only of the impulse to economize, but also of a creative trend.

He called the trend away from elaborate and expensive commercials a return to "good selling concepts—I think there has been a swing-around as far as that's concerned."

Sam Magdoff, president of Elektra Film Productions Inc., New York evaluated his company's commercial output this year as "even with last year's." He said that business was slack earlier in the year but that "advertisers are in a last-minute rush to get commercials out

Commercial maker merges

Take Two Inc., New York television commercial producer, has been acquired by Equity National Industries Inc., Atlanta, multi-divisional manufacturer of leisure-time equipment, it was announced last week. The acquisition was made for an undisclosed amount of Equity common stock, with some shares delivered on closing and additional shares to be paid out over a four-year period on the basis of incremental earnings.

Take Two was formed three years ago by Jerome Kates, who continues as president of the new Equity subsidiary. Company hopes to expand into videotape cassettes for in-class learning.

for the new season beginning Sept. 15."

As to reports that some clients are running commercials for longer flights to save money, Mr. Magdoff said that some of his company's commercials done three years ago were re-appearing on television this year. As an example he cited an animated Alka-Seltzer commercial featuring a simulated stomach. "Some of the commercials are just as valid today as when they were made," he said, "and there's no reason not to use them."

George Cooney, vice president-general manager, EUE-Screen Gems, and president, Film Producers Association of New York, reported TV commercial business off 20%, principally, he said, because the "tightness of money" has forced advertisers to re-use old commercials instead of making new ones.

As for the commercials that are being made, Mr. Cooney saw no change. Some are of the more expensive, elaborate type; others of the simpler, less expensive variety.

Mr. Cooney also saw something of a trend in the production of test commercials, with most of them being made by outside companies—of which, he adds, there are fewer. And he ticked off three that have closed in the past two months because of the drop in business: Pelican, WCD and Poverty Productions.

Sheldon Satin, executive vice president of VPI Inc., noted a definite falling-off in the number of commercials being produced and in general "a greater concern about cost." Many advertisers and agencies are pre-testing spots and, once they are on the air, using them far longer than customary in the past, said Mr. Satin.

Discount stores set the pace in local TV

Department-discount store expenditures in local television rose \$3.4 million in the first half of 1970 from the same period last year, the Television Bureau of Advertising said in a report being released today (Aug. 17). The climb, according to TVB, ranks department-discount stores as the fastest growing retailer category in local TV.

Among the retail organizations spearheading this investment rise was Sears, Roebuck—the nation's number-one retailer and TV's top local client—which boosted first-quarter TV investments from \$2.4 million in 1969 to \$5.8 million in 1970, an increase of 138%, TVB said.

The TVB report, based on information provided by Broadcast Advertisers Reports, which monitors 261 stations in 75 leading markets one week per month, indicated a TV investment by local retail firms of \$10.1 million in 1970's first quarter, compared to \$6.7 million

\$2-million Bic campaign is highlighted by humor

Waterman-Bic pen's 10-week, \$2-million TV campaign that starts this week in support of its dealers during the back-to-school season is also the first major creative effort for the company by its new agency, Kurtz, Kambanis, Symon, New York.

The agency's association is of particular interest because of Waterman-Bic pen's surprise switch of its \$4 million in billings, virtually all in TV, after a nine-year residency at Ted Bates & Co. (BROADCASTING, Feb. 9). That appointment more than doubled the billings of the fledgling Kurtz agency.

For the campaign, the agency prepared six new 30-second commercials. Though the commercials are varied, each uses humor, nearly all picture some product demonstration and one of them subtly spoofs the "torture test" advertising that Bates had formerly produced for Waterman-Bic.

That spoof spot has "Professor Dummkopf," a wild scientist type who operates an elaborate machine with which he attempts to wear out a Bic ball-point. Another spoof has a Dracula scene in which the vampire changes his order from two pints of blood to a chocolate milk shake after using a



fine-point pen. Two commercials promote the Bic Clic, one by a head waiter, the other by a man who finds a third hand pushing his writing hand aside. A fifth spot has a woman shopper finding a school pen pack the only bargain after a buying spree, and a sixth has a Bic pen writing after it is used to punch holes in a soda can during a picnic lunch.

The first commercials begin in both daytime and evening network shows Thursday (Aug. 20) and during the 10

weeks all three TV networks will be used, including several shows on each network, movies on both ABC and NBC and NCAA football on ABC and track-field events and tennis on CBS.

Brownstone Packagers, New York, was the production company on the head waiter, Dracula and professor commercials, and Gomes Loew productions, New York, on the picnic, three hands and woman shopper spots. Steve Kambanis handled the creative art and Jim Symon the copy.

in 1969—an increase of 51%.

In terms of units—the number of commercials scheduled in an average week—department-store activity increased 43% in the BAR markets going from 5,636 messages a week during the first quarter of 1969 to 8,064 this year.

TVB also confirmed the trend to more 30-second spots and fewer 60-second spots. According to the BAR data, 46% of all commercial units now are 30-seconds.

ABC special gets 3M sponsorship

The 3M Co., St. Paul, will sponsor a two-part 90-minute special on ABC-TV titled *To All the World's Children*, divided into a one-hour program on Nov. 27 (7:30-8:30 p.m.) and a 30-minute segment to be carried as part of the network's *Discovery* series on Nov. 29 (11:30 a.m.-12 noon). BBDO, New York, is the agency.

The special will be primarily an examination of the United Nations children's fund (UNICEF), which celebrates its 25th anniversary next year. The program is an ABC News production, with the 60-minute portion produced by Stephen Fleischman in South America, Africa and Asia, and the

half-hour portion produced by Jules Power. This segment will view the universal characteristics of children, shown through the art of American Indian artist David Paladin.

AAAA reports rise in agency profits

The net profit of incorporated advertising agencies rose slightly in 1969. After taxes, it amounted to 4.03% of gross income (as compared with 3.97% in 1968) or 0.80% of billing (as compared with 0.76% in 1968).

That report was issued last week by the American Association of Advertising Agencies, which said "the modest improvement in profit" resulted from a "slight decrease in total payroll" (65.79% of gross income, as against 66.16% in 1968), which in turn "was tempered by a slight increase in overhead costs" (total expenses, including payroll, came to 93.68% of gross income, up from 93.56% in 1968).

AAAA said that although payroll as a percentage of gross was down slightly in 1969, payroll dollars did not decline—the percentage was derived from a higher gross in 1969 than 1968. The only other significant change noted by

AAAA in 1969 was that percentage of gross allocated to employe insurance rose to 0.94% from 0.82% in 1968.

Agencies focus on younger consumers

The 18-to-49 age group continues to be the single most requested demographic upon which spot radio buys are based, Robert E. Eastman & Co., station representatives, reported last week. The findings were based on a study conducted by Eastman from buying patterns in more than 100 markets from January 1968 through May 1970.

According to Frank Boyle, Eastman president, the study will be ongoing.

The study, broken down by market size and six age groups, also indicated that the age group showing greatest decline was adults aged 18 and over. It also showed that agencies were requesting consistently younger demographics in the top 60 markets, while over-all at least 75% of all buys made were premised on demographics 18 years or older.

Among other findings in the top 60 markets: 18-34 shows most rapid growth and teens plus 18-24/34 are spurting, as a new, combined demographic.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 2, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 2	Total dollars week ended Aug. 2	1970 total minutes	1970 total dollars
	Week ended Aug. 2	Cume Jan. 1-Aug. 2	Week ended Aug. 2	Cume Jan. 1-Aug. 2	Week ended Aug. 2	Cume Jan. 1-Aug. 2				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 55.5	\$ 3,434.2	\$ 303.1	\$ 9,862.0	67	\$ 358.6	2,511	\$ 13,296.2
Monday-Friday 10 a.m.-6 p.m.	1,517.1	52,595.3	2,645.4	94,498.5	1,398.9	54,733.5	618	5,561.4	26,423	201,827.3
Saturday-Sunday Sign-on-6 p.m.	632.5	28,304.3	552.8	38,015.2	621.0	22,274.8	212	1,806.3	8,518	88,594.3
Monday-Saturday 6 p.m.-7:30 p.m.	255.4	6,884.2	476.4	23,439.0	428.4	17,330.3	81	1,160.2	2,394	47,653.5
Sunday 6 p.m.-7:30 p.m.	334.7	3,719.8	149.9	7,754.5	6,056.6	18	484.6	620	17,530.9
Monday-Sunday 7:30-11 p.m.	4,241.6	160,647.0	4,537.4	204,424.1	4,607.6	202,047.8	456	13,386.6	13,437	587,118.9
Monday-Sunday 11 p.m.-Sign off	565.6	9,023.9	213.2	11,385.0	623.4	20,851.4	109	1,402.2	3,458	41,060.3
Total	\$ 7,546.9	\$261,147.8	\$ 8,630.6	\$362,980.5	\$ 7,982.4	\$332,888.4	1,759	\$24,188.9	67,361	\$ 977,041.4

Miles Kirkpatrick named FTC chairman

He headed ABA committee whose criticism of agency stimulated reform

President Nixon acted on old adage last week—to put the critic in charge of the thing he criticizes—when he nominated Miles W. Kirkpatrick, a Philadelphia lawyer, to be the new chairman of the Federal Trade Commission. The Senate Commerce Committee announced that a hearing on the nomination will take place Thursday (Aug. 20).

Mr. Kirkpatrick, 52, was chairman of an American Bar Association committee that critically studied the FTC and recommended drastic changes in the structure and operation of that agency.

Mr. Kirkpatrick's nomination was not unexpected. There were reports last month that he would be named to the FTC post to succeed Caspar W. Weinberger, a California lawyer, who left Aug. 7 to become deputy director of the new White House Office of Management and Budget (BROADCASTING, July 27).

Mr. Weinberger's term has six years to run.

Mr. Kirkpatrick is a member of the Philadelphia firm of Morgan, Lewis & Bockius.

He is a 1940 graduate of Princeton University and a 1943 graduate of the University of Pennsylvania Law School, receiving his LL. B. in absentia since he was serving in the Army during World War II. He is the son of William H.

Kirkpatrick, for many years a U.S. District Court judge in Philadelphia.

Pending Mr. Kirkpatrick's confirmation, President Nixon named FTC Commissioner A. Everette MacIntyre as acting chairman. Mr. MacIntyre, a Democrat, was named an FTC commissioner by the late President Kennedy in 1961.

It was while Mr. Kirkpatrick was chairman of the ABA's antitrust section in 1968-69 that he headed the study of the FTC. That group's findings were submitted to President Nixon in the fall of 1969.

It concluded that the agency was wasting time and energy on what it called "trivia." It also said that many of the agency's top personnel were incompetent. It recommended that the trade agency put more resources into detecting and eliminating frauds against consumers and in promoting competition.

Many of these suggestions were incorporated into the restructuring of the FTC that followed the appointment of Mr. Weinberger. During Mr. Weinberger's year as chairman, the FTC was reorganized into two bureaus (consumer protection and competition). In the process, many long-time staff executives retired or were displaced.

Discount policy at WJAR

WJAR-AM-FM Providence, R.I., will reduce its regular rates by 25% for political broadcasts. The discount policy was reported in a 30-page "Political Broadcast Manual" distributed by the stations last week in conjunction with a political broadcast seminar they conducted Thursday (Aug. 13) for local, state and national candidates seeking election this year.

FC&B gets out of race for advertising awards

Foote, Cone & Belding, which has expressed dismay over the proliferation of advertising-awards competitions and hinted of its eventual withdrawal from the field, last week made it official.

In an internal staff announcement, John E. O'Toole, president of Foote, Cone & Belding Communications Inc. and Foote, Cone & Belding Advertising, said the advertising agency—encompassing all of its domestic and international offices—"will be entering no more awards competitions."

(Leo Burnett Co., Chicago, affirmed last week that it also has withdrawn from the advertising-awards field.)

Mr. O'Toole in his memo observed: "By now there must be as many advertising awards as there are advertisers."

He said that with their increase "an inordinate amount of [agency] creative time has been devoted to selecting, screening and preparing entries, coordinating between offices and attending tedious awards dinners."

Mr. O'Toole noted that FC&B collected "more than our share" of awards in recent competitions and cited some of them, observing also, "The list goes on and on, and therein lies the problem."

He said that while he was proud of the advertising of the people involved in it, "I've had to conclude that the results just don't justify the time expended."

"I can't help but feel those hours would be better used against our prime professional objective: Moving our clients' products ahead in their categories."

ARB proves it's a prime time to be on Stockton/Sacramento's KOV-13.

In the nation's 25th TV market, KOVR has six of the eight top ARB prime time shows*:

	HOMES
1. Room 222	183,000
2. Courtship of Eddie's Father	178,000
3. Station A	178,000
4. Mod Squad	165,000
5. Nanny & The Professor	164,000
6. Station A	164,000
7. ABC Movie of The Week	155,000
8. Johnny Cash	149,000

And in the demographic area with the heavy purchasing power—18-49 Women—KOV-13 has 11 of the top 15 shows.

For best results in Stockton/Sacramento, the nation's 25th TV market, choose KOVR.

Remember, KOVR is in one of the nation's leading color TV markets with 57% color penetration.**

Data Sources: *Stockton/Sacramento ARB Feb. 11 — March 10, 1970.

**Broadcasting 5/18/70

Estimates subject to errors, variations and interpretive restrictions, inherent in sampling surveys.

KOV-13 CHANNEL 13



McCLATCHY BROADCASTING

Basic NBC Affiliate

Represented Nationally by Katz Television



Even during summer, radio holds listeners

The first Radio's All-Dimension Audience Research (RADAR) report for a summer period shows that radio listening continues at a high level during the hot weather.

The study, conducted by Brand Rating Research Audience Studies Inc. during August 1969 and issued last week, revealed that 14.6% of all persons (aged 12 and over) were using radio during the average quarter-hour between 6 A.M. and midnight. It was said that, considering differences in time of year, this percentage compares favorably with the previous RADAR report (March 1969) of a 15.4% average tune-in.

According to the summer study, more than 22 million persons aged 12 and

over listen to radio during the average quarter-hour, with the weekly cumulative audience listed at more than 138 million persons. Individual radio networks attain cumes of as many as 22 million persons over seven days, with average quarter-hour figures of more than 2 million persons, according to the study.

RADAR is supported by the ABC, CBS, MBS and NBC radio networks.

Going all the way

Federal Trade Commission has announced it will conduct public hearings, beginning Oct. 15, on a proposed trade regulation rule requiring disclosure of tar and nicotine content in all cigarette advertising. Cigarette advertising on radio and television is barred by law after Jan. 1, 1971.

Ad ban sought against evangelist

Radio evangelist Curtis Howe Springer and some 180 acres of land near Baker, Calif. are the center of a dispute in which the U.S. government contends the land is being misused.

Mr. Springer filed a mining claim for the land in 1944, then built a 60-room hotel, food processing plant, lake, church, radio studio and other facilities on the property. Assistant U.S. Attorney Thomas H. Coleman has charged that the land is not being used for mining.

Mr. Springer is said to have been advertising in newspapers and on radio for people to visit his resort and buy his health foods. His attorneys say that he has the right to use the surface of the land in any manner he chooses.

Business briefly:

Monroe Auto Equipment Co., Monroe, Mich., through Aitken-Kynett Co., Philadelphia, has purchased sponsorship on NBC Radio's *News on the Hour* and *Emphasis*.

Sears Roebuck & Co., Chicago, through Foote, Cone & Belding, New York, will sponsor NBC-TV special *Winnie the Pooh and the Blustery Day*, Monday, Nov. 30 (7:30-8 p.m. EDT) preempting *The Red Skelton Show*.

Coca Cola Co., through McCann-Erickson, and Interstate Brands, through Dancer - Fitzgerald - Sample, will co-sponsor half-hour rebroadcasts of three CBS-TV *Peanuts* specials on CBS-TV next season: *It Was a Short Summer*, *Charlie Brown* at 8:30 p.m. (EDT) Sept. 16; *It's the Great Pumpkin, Charlie Brown* at 8:30 p.m. (EDT) on Oct. 24, and *A Charlie Brown Christmas* at 7:30 p.m. (EST) on Dec. 5.

Coca Cola Co., Foods Division, Houston, through Marschalk Co., New York; **Vick Chemical Co.**, through Benton & Bowles, both New York; **General Mills Inc.**, Minneapolis, through Dancer-Fitzgerald-Sample Inc., New York; and **McDonald's Corp.**, St. Louis, **Star-Kitt Foods Inc.**, Terminal Island, Calif., and **Philip Morris Inc.**, New York, all through Leo Burnett Co., New York, have given full sponsorship of NBC-TV's telecast of the 82d Annual Tournament of Roses Parade, Friday, Jan. 1, 1971 (11:30 a.m. - 1:45 p.m. NYT).

Gertz Department Stores of Long Island, N.Y., and **Stern Brothers of New Jersey**, both affiliated with Allied Stores Inc., will promote back-to-school sales on a series of children's TV specials. Stores will sponsor four one-hour musical-comedy programs performed by

the Prince Street Players, the Children's Repertory Company, on WCBS-TV New York. Programs, scheduled for four successive Sundays, will be *Jack and the Beanstalk*, Aug. 16, *Pinocchio*, Aug. 23, *The Emperor's New Clothes*, Aug. 30 and *Aladdin* Sept. 6. Neither chain retains outside agency.

Faberge Inc., through Nadler & Larimer Inc., both New York, is beginning two-month network and spot-TV campaign for Woodhue Trio Perfume sets Sept. 15. Thirty-second commercials will be used.

Rep appointments:

■ **KCRA-TV** Sacramento-Stockton, Calif.: Storer Television Sales Inc., New York.

■ **KOOO(AM)** Omaha; **KECK(AM)** Lincoln, Neb.; **WQMG-FM** Greensborough, N.C. and **WQXL(AM)** Columbia, S.C.: Young Radio Sales, New York.

■ **KZUN(AM-FM)** Spokane, Wash.: AAA representatives, New York.

■ **KCCT(AM)** Corpus Christi and **KSJT-FM** San Angelo, both Texas: AAA Representatives, New York.

■ **WIST(AM)** Charlotte, N.C.; **KWG(AM)** Stockton, Calif., and **WBLK-FM** Depew, N.Y.: Adam Young Inc., New York.

■ **WNDR(AM)** Syracuse, N.Y.: Katz Radio, New York.

■ **WCIB(FM)** Falmouth, Mass.: Harold H. Segal and Co., Boston.

■ **KCFI(AM)** Cedar Falls, Iowa: Bernard Howard & Co., New York.

Also in advertising:

Pixy promotion ■ Pixanne, central character of Metromedia's nationally syndi-

cated children's show, played by Jane Norman, is saleswoman for series of one-time-only commercials for Colgate Dental Cream, written especially for children. New scripts will be prepared weekly for minute commercials, tailored to program on which it appears.

A pig's eye ■ The high-pitched voice of a young boy who's uttered the "more Parks sausages, Mom" theme on spot radio for 12 years is also moving into spot television in 30-second animated commercial beginning Sept. 21 and continuing through Dec. 13. Leon Shaffer, Golnick Advertising, Baltimore, is handling the \$500,000 campaign for H. G. Parks Inc. The company spent approximately \$400,000 in radio last year. Zander Associates, New York, will handle commercial production.

Daily notes for services ■ Jefferson Productions, Charlotte, N.C., has announced addition of its new DMI Videodisc-1000 slow-motion recorder and CDL computerized electronic editing system in the package for which advertiser and agency clients will be charged \$2,950 daily. Jefferson's flat daily rate for TV commercial assignments went into effect June 1 (BROADCASTING, June 1).

New branch address ■ The Los Angeles branch of Grey Advertising has moved to new offices in the Equitable Life Assurance Building. New address: 3435 Wilshire Blvd., Los Angeles 90005 Telephone: (213) 380-0530.

DDB for ACS ■ American Cancer Society has named Doyle Dane Bernbach as agency for its 1971 educational and fund-raising public service campaign—the annual April Crusade. All time and space are donated by the media and DDB will not charge ACS for its work.



One way to keep a boy off the streets.

Put him inside the patrol car. As a guest. In this instance, the boy was part of a "Back the Cops" program initiated by the Sioux City American Legion. His job was to watch the law enforcement officers do their job—and report back to his fellow students. The Fetzer television station sent two news cameramen along in the patrol car to document the evening for area-wide viewing. Three hundred students became volunteers in the Legion program. We were proud to have played a part in a continuing community effort to bring up better citizens who understand their law enforcement procedures.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

What triggered conglomerate probe

FCC staff turns up signs of in-house trade deals, finds no positive benefits in diversified firms

The FCC's initial study of conglomerate ownership of broadcast stations has drawn some blood. It was not as much as some expected, as one commissioner put it, but some—enough to help persuade the commission to continue and to expand the study.

This became evident last week when descriptions of the confidential staff report that figured in the commission's decision, on Aug. 7, to send questionnaires to some 50 companies (BROADCASTING, Aug. 10) became available.

The report is said to have raised few if any questions about four of the six licensees with substantial nonbroadcast holdings that were selected last December to receive a pilot questionnaire in the commission's effort to determine the impact of such holdings on broadcast operations.

But the report, by the conglomerate study task force, is critical of the intracorporate dealings of the remaining two, Avco Corp. and E. W. Scripps Co. What's more, the study questions the assertion frequently made in defense of conglomerate ownership of broadcast properties—that nonbroadcast holdings contribute to improved broadcast service.

The other four companies studied—each of the six was chosen as representative of a different category of conglomerate—are Chris-Craft Industries Inc., Fuqua Industries Inc., Cox Enterprises Inc., and the Travelers Corp.

The study, which covered a three-year period beginning July 1, 1966, concludes that in most cases there was no evidence that the parent company used stations improperly to advance nonbroadcast interests. It also said that parent company supervision of broadcast operations appeared to conform to normal corporate practice.

But some of the practices of Avco and Scripps, as described by the task force, appear to confirm fears that some commissioners, notably Kenneth A. Cox and Nicholas Johnson, express in opposing conglomerate company acquisitions of broadcast properties.

The report is said to quote correspondence among Avco executives, in-

cluding John T. Murphy, president of Avco Broadcasting Co., indicating the broadcasting arm of the conglomerate used corporate relationships as an argument in attempting to persuade an Avco finance company subsidiary to place advertising with Avco stations.

The FCC staff argues that such in-house dealings are unfair to newspapers and broadcast stations attempting to compete with a conglomerate's broadcast outlets. Indeed, it urges the commission to obtain the Justice Department's views on whether such practice constitutes a restraint on competition, both from the standpoint of the anti-trust laws and the public-interest standard of the Communications Act.

The report also includes correspondence the staff sees as indicating that Avco corporate relationships can influence Avco stations in their sports news judgment. The staff says one letter, from Avco broadcasting's public-information director, indicates that Avco's San Francisco stations, KYA(AM) and KQTT(FM), would have covered a hockey tournament if they were aware that two of the teams were sponsored by an Avco finance company; a news release informing the broadcasting arm of the Avco connection arrived late.

Avco, the 120th largest industrial firm in the country, has holdings in aircraft, space and missile companies, communications systems, and financial and lend-

ing businesses, in addition to 12 broadcast stations—WLW(AM) and WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-FM San Antonio, Tex.; WWDC-AM-FM Washington; WRTH(AM) Wood River, Ill., and the San Francisco outlets.

The task force's concern with Scripps, parent company of Scripps-Howard Broadcasting Co., centers on an apparent no-cash trade-off of advertising between Scripps-Howard's Wews(TV) Cleveland and the commonly owned *Cleveland Press*. The study cites company correspondence indicating the trade-off was an unprecedented departure from company practice and was apparently aimed at helping the news paper meet competition from the *Cleveland Plain Dealer*.

The study says such no-cash trade-offs between commonly held newspapers and broadcast stations run contrary to commission policy. And it suggests that the commission require other newspaper licensees to file intracorporate communications that would enable the commission to determine whether the newspapers are using the stations to gain advantages not available to their press competitors. Scripps owns 15 morning and evening newspapers and seven Sunday newspapers in 14 cities, the United Press International wire service and seven stations—WMC-AM-FM-TV Memphis and WNOX(AM) Knoxville, both Tennessee; WCPO-TV Cincinnati and Wews(TV) Cleveland; WPTV(TV) West Palm Beach, Fla.

Avco officials declined to comment on press accounts of the task force's report; they noted they had not seen the document itself. Jack Howard, president of Scripps-Howard Broadcasting as well as of the parent company, made clear his annoyance over the publication of material the six conglomerates had turned over to the commission on the understanding it would be kept confidential.

But he aimed his fire principally at the *Wall Street Journal*, which carried an account of the report on Tuesday. "I don't believe I care to comment on

FCC salute to Kenneth Cox

The FCC has scheduled a farewell presentation ceremony and reception for Commissioner Kenneth A. Cox for Thursday, Aug. 20, in commission meeting room 856 from 2:30 to 4:30 p.m. The commission gave notice last week that its employees, industry and government representatives, members of the communications bar and the public are all invited.

Commissioner Cox, who is leaving the commission after more than nine years, has not announced his future plans. Nor has he given the exact date of his departure.

the ethics of that paper's publication of an obvious leak of a confidential report based on information submitted by six companies to the FCC under a promise of confidentiality," said Mr. Howard.

The commission authorized the task force to conduct follow-up field investigations of Avco and Scripps-Howard, as well as of any of the companies that are chosen to receive a questionnaire in the expanded study.

While Avco and Scripps-Howard were singled out for critical comment in the report, all licensees with substantial nonbroadcast holdings—and conglomerates considering entering the broadcast field—had reason to view the document uneasily.

For it gave short shrift to the answers the six companies had provided in response to a question as to what benefits their broadcast operations derived from their nonbroadcast holdings. The most direct benefit the licensees claimed was increased financial capacity.

But the FCC staff said that the station operations of the six are profitable and contribute more to the parent companies' net earnings than most of the other subsidiaries involved; indeed, no flow of financial support to the stations takes place.

There was no indication last week how soon the new phase of the conglomerate study will be undertaken. The task force is revising its questionnaire in light of the experience gained in the pilot project. When that job is completed the questionnaire will be submitted to the Office of Management and Budget for clearance.

The identifications of the new companies to be surveyed have not yet been finally determined. It is understood that decisions will be made after the revised questionnaire is cleared—and that the aim is to include all multiple owners with substantial nonbroadcast holdings. Conceivably, this could result in a list of slightly more than the figure of 50 mentioned in the commission's announcement.

The commission's action authorizing the expanded study, on a 5-to-2 vote, came as a surprise. The project had been conceived in February 1969 as a means of soothing the anger of Commissioners Cox and Johnson over approval of several sales of broadcast stations to conglomerates (including Fuqua and Avco) (BROADCASTING, Feb. 10, 1969).

Chairman Dean Burch, who with Commissioner Robert Wells dissented to the extension of the inquiry, had been reported eager to kill the project as soon as Commissioner Cox left the commission and made way for a Republican majority—which is expected to occur within a matter of weeks. (Commissioner Wells has been nomi-

Women's revolt hits ABC News

Backed by ACLU, secretary to Lower charges discrimination

ABC News in New York was charged last week with "unlawful discrimination against women in employment." The charge was filed as a class action by the American Civil Liberties Union on behalf of Sharon Niederman, a secretary in the office of ABC News President Elmer Lower, "and on behalf of all female employees."

A news conference to announce the action had been scheduled last Thursday (Aug. 13), but was canceled, according to Miss Niederman, because "the threat of economic deprivation due to the loss of jobs and the ridicule and harassment we are subjected to has caused the large number of women I represent in this action to refuse to come forward."

"The present pattern of employment by ABC News supports the charge of discrimination and job segregation," the ACLU said in a letter to the New York City Commission on Human Rights.

The ACLU claimed that, of 250 employees of ABC News in New York, 50 are women, with only 10 of those "scattered throughout all the higher

categories of employment at ABC News."

nated to replace him, and Sherman Unger, now general counsel of the Department of Housing and Urban Development, has been named to fill the remaining 11 months of Mr. Wells's present term [BROADCASTING, July 27]. The chairman is said to feel there are more pressing needs for the commission's resources in staff and money.

However, the line-up on the proposal to expand the inquiry showed that the chairman had lost the vote of Commissioner Robert E. Lee, who originally had voted against starting the inquiry. He is said to feel that the results of the pilot project warrant a further look.

And, as commission officials were quick to point out, the widespread publicity given the task force's confidential report would make scuttling the project more difficult.

The possible results of the project, in terms of commission action, will have to await completion of the new phase. But as a minimum, the commission may adopt the task force's recommendation that ownership forms be revised to provide more information about nonbroadcast holdings of licensees.

The project may have an early by-

product for the commission in connection with the pending rulemaking in which it is considering requiring the break-up of multimedia ownerships, including newspaper-station holdings, in the same market. The task force said it would confer with Broadcast Bureau Chief George Smith on whether it would be helpful if the task force sent revised questionnaires to some 40 newspaper licensees to obtain information for use in the rulemaking proceeding.

Most, the ACLU added, are "at the bottom of the job hierarchy." Miss Niederman said her employment figures came from an "official source." ABC could not confirm the breakdown.

Miss Niederman, 22, a 1969 graduate of George Washington University with a BA in English literature, and eight MA credits from Harvard, said she applied to ABC for a "position concerned with the writing and production of news shows."

She said she passed the typing test and last November was assigned as secretary to George Merlis, director of public relations for ABC News. Any attempts to better herself, she claimed, were met with "laughter" or were "ignored."

Miss Niederman called her situation "symbolic of the plight of the American working woman."

The ACLU, in its four-page letter to Mrs. Eleanor Holmes Norton, chairman, New York City Commission on Human Rights, signed by Melvin Wolf, ACLU legal director, called for an immediate investigation of the charges. Copies of the letter were sent to Messrs. Lower and Merlis and to Martin Rubenstein, vice president and general manager, ABC News.

ABC News officials declined immediate comment, pending further study of the matter.

House group to act on CPB requests

House group to act on CPB requests

The House Rules Committee last week cleared for floor action the Corp. for Public Broadcasting authorization bill (H.R. 17982). The bill is expected to come to a vote soon after the Labor Day recess.

The bill provides for up to \$30 million for CPB plus an additional \$5 million to be matched dollar for dollar with nonfederal contributions, for a total of \$40 million. The authorization covers a one-year period.

Gross-receipts tax fails again in court

It's ruled unconstitutional; now Ohio city must decide whether to seek higher appeal

If the city of Toledo, Ohio, wants to bite the bullet and make the effort, cities across the country and the CATV systems they franchise—not to mention the FCC—may yet get a Supreme Court ruling on whether the gross-receipts tax the cities are imposing on the systems is legal. But odds seem to be against such an effort.

Last June, the cities of Sandusky and Fremont, both Ohio, passed up an opportunity to seek Supreme Court review of that question (BROADCASTING, June 22). A federal appeals court had upheld a district court's ruling that ordinances adopted by those cities providing for such a tax violated the interstate-commerce clause of the Constitution.

The decision not to challenge the circuit court's decision left a cloud of uncertainty hanging over the legality of a practice that had been built into the structure of the CATV industry over the years. Indeed, the FCC has assumed the practice's legality: in a pending rule-making it proposes to limit to 2% of gross revenues the amount of receipts tax that cities might impose on CATV systems.

But on July 1, Judge Don Young, who had handed down the original decision in the Sandusky-Fremont case, did it again—he issued an opinion holding that the Toledo CATV franchise ordinance was unconstitutional for the same reasons cited in the earlier case: it imposed a gross-receipts tax on proceeds (3% of gross monthly revenues) from interstate commerce.

And on July 29, he issued an order declaring that ordinance and related ones invalid and unenforceable—with the result that Buckeye Cablevision Co., which had been operating under a non-exclusive franchise for four years and now serves some 15,000 subscribers, is out from under local regulation. Buckeye, 80% owned by the *Toledo Blade* and 20% by Cox Cable Communications Co., leases its plant from the local Bell telephone system.

The suits challenging the CATV franchise ordinances in all three cities were filed by Lamb Communications Inc., of Toledo, and subsidiaries, more than four years ago after Lamb was frustrated in efforts to establish CATV service. Lamb had contracts with the Bell company to build CATV plants for it on a leaseback basis in Sandusky and Fremont, but was blocked from

going ahead after the cities adopted the CATV franchise ordinances. Lamb filed for a franchise in Toledo about the same time it entered into a leaseback contract with the telephone company in that city. However, Toledo awarded its franchise to Buckeye.

Toledo has until Aug. 26 to decide whether to appeal Judge Young's opinion to the Sixth Circuit Court of Appeals—a decision that, given that court's opinion in the Sandusky-Fremont case, would most likely require the city to commit itself to a Supreme Court test. But last week there was no certainty the city was ready to undertake that course.

John Burkhart, chief counsel of the city's law department, said the matter was under consideration. But he indicated that an appeal was less than likely because of what he seemed to regard as the "doubtful" ability of the city to win in the high court. He also said his office was considering recommending that the city council amend its CATV franchise ordinance to meet the objections raised by Judge Young.

Buckeye, which was not a party in the case brought by Lamb, regards the decision with some uneasiness—particularly one part of Judge Young's opinion invalidating the ordinance granting Buckeye its franchise. Joseph Nathanson, counsel for the company, said he is studying the opinion to determine its impact on Buckeye. Buckeye may seek the court's permission to enter the case if the city decides to appeal.

Meanwhile, Lamb Communications appears determined to make the most of what it regards as the opportunity offered by its success in court.

Edward Lamb, chairman of the company, said last week it feels the court decisions clear the way for its establishment of CATV service in the three cities with facilities leased from the telephone company—and that it intends to do so. Lamb, which owns WICU-TV (ch. 12) Erie, Pa., now operates unfranchised CATV systems in Flint and Hillsdale-Janesville, both Michigan, and a franchised system in North Canton, Ohio.

Attorney will head new Triangle division

Triangle Publications has completed re-grouping some of its holdings, including cable television, in a new communications division and has confirmed the appointment of H. F. (Gerry) Lenfest to direct it (BROADCASTING, July 20).

The new division, Triangle said last week, will consist of the cable operations; educational services ("Educating," a system of teaching by FM), and *Seventeen* magazine. Mr. Lenfest, an attorney with Triangle, will also become publisher of *Seventeen*.

Jefferson Standard gets a tax break

Following court decision, FCC grants certificate for sale of WBTW(TV)

The FCC has issued its first tax certificate under a new policy to permit postponement of taxes resulting from the sale of a station and to relieve some of the financial pressure put on licensees selling their facilities because of multiple-ownership requirements.

Last week's action, granting a tax break on the \$4.5-million sale of WBTW(TV) Florence, S.C., puts the WBTW case in line with the commission's notice of July 16, which allowed a tax relief certification if a transfer showed a "casual relationship" between the commission's new multiple-ownership policy and the sale of a station, and if the sale effectuates the new policy.

Before the July 6 ruling, the commission had said that tax certificates would only be issued where licensees were required to dispose of their broadcast holdings "involuntarily", because of a change in commission policy.

The certificate would permit a seller to avoid taxes on his proceeds from the sale for at least two years. He could avoid the taxes forever if he reinvested the money in his remaining broadcast properties.

The commission's action also permits broadcasters to treat such sales as involuntary conversions of property (BROADCASTING, July 20).

The commission granted the sale of WBTW from Jefferson Standard Broadcasting Co. to Daily Telegraph Printing Co. on Feb. 28, 1968.

It further rejected Jefferson Standard's request for a tax break on the sale which the licensee termed necessary under the commission's 1964 multiple ownership rules.

Jefferson Standard appealed the ruling and a federal district court judge ruled that it had sold the station to comply with the ownership rules.

Jefferson Standard, in requesting the certificate, contended it had sold WBTW because it could not increase the signal strength of either WBTW or its WBTW(TV) Charlotte, N.C., without violating a commission rule barring the improvement of already overlapping signals of commonly owned VHF stations.

The commission's rule was adopted in 1964, 10 years after Jefferson Standard acquired WBTW and 15 years after it began operating the Charlotte station (BROADCASTING, Sept. 29, 1969). Jefferson Standard still seeks an increase in power for WBTW.

Our 7a.m. news begins at midnight.

WBAL has Baltimore's only 24-hour news department.

After you go to bed, and after the papers go to bed, and after the newsmen from the other radio and TV stations go to bed, our news department is still going strong.

If there's an election in Paris, rioting in Rome, or saber-rattling in Peking, it's likely to happen while you're asleep. But we keep an eye

peeled for you. All night long we keep up with the news, wherever it happens.

So if you hear the news during the wee small hours on WBAL, you can be sure it hasn't been pre-written or pre-recorded hours earlier.

Of course, you're probably not awake to hear our 4 a.m. news.

But our 7 a.m. news (or the news you do hear) is better because of it.

WBAL Radio 11 Baltimore



We talk to you like a person.

Mitchell offers an olive branch

Attorney general says he alone will authorize subpoenas to get sensitive information from newsmen

Attorney General John N. Mitchell combined word and deed last week in an effort to ease newsmen's concern over what some reporters regard as the government's effort to turn them into quasi-government agents. And he appeared to make some progress in that effort.

In a speech to the House of Delegates of the American Bar Association meeting in St. Louis, he indicated he is aware of the depth of newsmen's feelings about government subpoenas calling on reporters to testify or turn over film or other material in criminal cases.

His action—announced in the speech—was to issue a set of guidelines aimed at limiting the discretion of government lawyers to subpoena newsmen.

"Serious journalists from all the media have told me privately that they will go to prison rather than comply with subpoenas," he said; "that they will destroy their notebooks and burn their film rather than permit them to be used in a judicial proceeding."

Newsmen, the attorney general said, feel that such subpoenas violate the constitutional guarantee of free press and, if complied with, would result in drying up of news sources grown mistrustful

of reporters.

Mr. Mitchell made it clear he was not foreswearing the use of subpoenas. Indeed, he expressed the view that, "under the law as it stands today, there is no constitutional or common law privilege for the press to refuse to produce evidence requested in a properly drawn subpoena."

But he expressed the hope that the guidelines would provide "reasonable safeguards" to protect the news media's rights and privileges in a manner consistent with the public interest in the fair administration of justice.

They provide that no subpoenas will be issued to newsmen unless the information cannot be obtained from nonpress sources and that, before seeking a subpoena, government attorneys will attempt to obtain the information through negotiations aimed at accommodating the needs of the government and of the news media.

But what's clearly new in the guidelines is the provision that, even when negotiations fail, no subpoenas will be issued to newsmen "without the express authorization of the attorney general." Subpoenas obtained without that authorization will be quashed—though

without prejudice to the Justice Department requesting the subpoena on proper authorization.

Mr. Mitchell conceded that not all subpoenas to newsmen, giving rise to the controversy, have met those guidelines. Some, he noted, "were very broad" and some "were issued in haste with little awareness of their burden on the press."

The attorney general referred to the guidelines as "an interim measure." What is "urgently" needed, he said, is a comprehensive study, perhaps by the ABA or similar group, on the fair trial-free press issue as it affects the controversy over subpoenas—an issue he described as "one of the most difficult" he has faced as attorney general.

There was no immediate reaction from the ABA as to its interest in such a project. But some of those affected by the subpoena issue indicated varying degrees of enthusiasm over the guidelines. ABC News President Elmer Lower said that he was "encouraged" and that the guidelines "appear to be an earnest effort to reconcile the freedom of the press with the administration of justice."

"If the guidelines are applied in the manner and spirit in which they were

Under what circumstances subpoenas may be issued

Government attorneys are under new instructions from Attorney General John N. Mitchell to exercise greater care in seeking subpoenas to newsmen. The five points listed by the attorney general last week follow:

- The Department of Justice recognizes that compulsory process in some circumstances may have a limiting effect on the exercise of First Amendment rights. In determining whether to request issuance of a subpoena to the press, the approach in every case must be to weigh that limiting effect against the public interest to be served in the fair administration of justice
- The Department of Justice does not consider the press "an investigative arm of the government." Therefore, all reasonable attempts should be made to obtain information from nonpress sources before there is any consideration of subpoenaing the press.
- It is the policy of the department to

insist that negotiations with the press be attempted in all cases in which a subpoena is contemplated. These negotiations should attempt to accommodate the interests of the grand jury with the interests of the news media. In these negotiations, where the nature of the investigation permits, the government should make clear what its needs are in a particular case as well as its willingness to respond to particular problems of the news media.

- If negotiations fail, no Justice Department official should request, or make any arrangements for, a subpoena to the press without the express authorization of the attorney general. If a subpoena is obtained under such circumstances, without this authorization, the department will—as a matter of course—move to quash the subpoena without prejudice to its rights subsequently to request the subpoena upon the proper authorization.
- In requesting the attorney general's authorization for a subpoena, the following principles will apply:

a. There should be sufficient reason to believe that a crime has occurred, from disclosures by nonpress sources. The department does not approve of utilizing the press as a spring board for investigations.

b. There should be sufficient reason to believe that the information sought is essential to a successful investigation—particularly with reference to directly establishing guilt or innocence. The subpoena should not be used to obtain peripheral, nonessential or speculative information.

c. The government should have unsuccessfully attempted to obtain the information from alternative nonpress sources.

d. Authorization requests for subpoenas should normally be limited to the verification of published information and to such surrounding circumstances as relate to the accuracy of the published information

e. Great caution should be observed in requesting subpoena authorization by the attorney general for unpublished information, or where an orthodox First

announced," he said, "the rights of the public . . . press . . . and defendants should be safeguarded." But he added that "a final statement on the guidelines must await the tests of actual cases."

Neither of the other major networks made a public statement. CBS had no comment, and NBC's President Julian Goodman expressed his views in a wire to the attorney general, but the network, terming the message "personal," declined to make it public.

The *Washington Post*, a frequent critic of the Nixon administration, said editorially that the attorney general's statement on subpoenas is worth "approximately two cheers." And the *New York Times*, no particular friend of the administration either, said in an editorial that the new guidelines "go far toward easing the fears raised by the dragnet subpoenas the Justice Department issued this year" to newspaper and television reporters.

The *Times* comment appeared particularly significant because one of its reporters has been found in contempt of a federal court in San Francisco for refusing to testify before a grand jury about his interviews with Black Panther leaders.

And the president of Sigma Delta Chi, the national journalism society, issued a statement describing the guidelines as "a fair and reasonable stopgap to the delicate question of subpoenas to the news media." SDX President Frank Angelo also said that the society welcomed the study proposed by the attorney

general and that it expects to be represented on any study group that is formed.

In the process of elaborating on the dilemma the department finds itself in seeking information from the news media, Mr. Mitchell paid those media high praise for their strength and aggressiveness in digging out the news. "Because of their healthy economic conditions," he said, news organizations are able to detach reporters for weeks or even months to study an issue."

The result, he said, is that the public is told not only about the surface event but background details that are "factors of some consequence in an investigation." "Thus, occasionally," there are newsmen and photographers "who have more information than the government has—factual information and photographs which the government finds difficult, is not impossible, to obtain through its own investigatory agencies."

Mr. Mitchell restated his view—first expressed in an interview on CBS's *60 Minutes*, in May (BROADCASTING, May 18), that he would not oppose legislation granting some form of reporter-informant privilege. Bills to provide such privilege have been introduced in the House and Senate.

But there is no legislation now, he said, "and I am required to use the tools which I have in attempting to fairly administer justice." For, he said, "it would indeed be a questionable society which permitted an innocent man to be convicted or a guilty man to be freed because, under current law, I declined to subpoena a newsman who had information vital to the case."

Some House reaction is cool over subpoenas

New Justice Department guidelines for subpoenaing news reporters were denounced as "totally inadequate" by Representative Richard Ottinger (D-N.Y.).

He said that the guidelines (see above) were apparently designed to "permit continued coercion and intimidation of our free press." Mr. Ottinger added that the guidelines provided "the last bit of justification needed for speedy enactment of his Newsmen's Privilege Act (HR 16328).

The Newsmen's Privilege Act, now pending before the House Judiciary Committee, would protect newsmen from forced disclosure before federal courts and agencies of either confidential information received during news gathering or disclosure of sources of information. The bill would permit federal courts to order disclosure of information only after a hearing had determined that disclosure was necessary to protect life, or prevent espionage or aggression against the U.S.

ABA hopes to update regulatory procedures

The ABA house of delegates Wednesday approved 10 resolutions concerning recommendations to revise the Administrative Procedure Act submitted by a special ABA committee on that subject. The Administrative Procedure Act relates to legal processes at various federal regulatory agencies, including the FCC and FTC.

The resolutions generally seek amendments to the Administrative Procedure Act with respect to clarifying rule-making proceedings, expanding public opportunity to participate in such proceedings and otherwise to simplify and streamline adjudicatory hearings.

But the resolutions also propose tougher amendments to the Administrative Procedure Act concerning ex-parte conduct, both within the regulatory agencies by staff members and by outsiders. The committee noted "initially licensing and rate-making were originally exempt" from the prohibition of staff ex-parte contacts but it felt such activity should be more restricted in the future. The aim is to avoid improper staff influence on agency decisions.

The resolutions proposing amendments in these two areas:

(1) "Providing that agency employees engaged in investigative or prosecuting functions in an adjudicatory proceeding or formal rulemaking proceeding cannot ex parte participate in or advise in the decision of that proceeding by agency heads, review boards or hearing examiners"

(2) "Prohibiting ex-parte communications between agency members and parties or other interested persons outside the agency on any 'fact in issue' in the decision of an adjudicatory or formal rulemaking proceeding."

The Supreme Court's chief justice, Warren E. Burger, in what the ABA called a "special appearance" last Monday, consented to full-media coverage of his talk. The ABA news department, however, issued this warning in its advance notice:

"His other appearances at various events are informal and he has requested that there be no radio or television coverage. In keeping with his wishes, no recording or photographic equipment will be permitted at any of his other appearances. The chief justice will not be available for any interviews, whether for TV, radio or the press."

The ABA's president-elect for 1971 is Leon Jaworski, Houston lawyer who served on the President's Commission on the Causes and Prevention of Violence. The ABA's new president for this year who took office in St. Louis is Edward L. Wright of Little Rock, Ark.

Amendment defense is raised or where a serious claim of confidentiality is alleged.

f. Even subpoena authorization requests for publicly disclosed information should be treated with care because, for example, cameramen have recently been subjected to harassment on the grounds that their photographs will become available to the government

g. In any event, subpoenas should, wherever possible, be directed at material information regarding a limited subject matter, should cover a reasonably limited period of time, and should avoid requiring production of a large volume of unpublished material. They should give reasonable and timely notice of the demand for documents.

These are general rules designed to cover the great majority of cases. It must always be remembered that emergencies and other unusual situations may develop where a subpoena request to the attorney general may be submitted which does not exactly conform to these guidelines.

New sheen on an old blueprint

Elman says FTC and other independent agencies should be split into executive, judicial roles

A government lawyer with over 30 years in the federal bureaucracy, some of them in high echelons, recommended last week that federal regulatory agencies be run by one man, and that a separate court be established to adjudicate cases involving an agency and the industry it regulates.

The recommendations, similar to ones made seven years ago by Newton N. Minow, former chairman of the FCC, were made by Philip J. Elman, outgoing Federal Trade Commission member. Mr. Elman, who has served as an FTC commissioner for the last nine years, made his suggestion in a speech to the antitrust section of the American Bar Association meeting in St. Louis. Mr. Elman, in fact, mentioned Mr. Minow's recommendations in his talk; he also quoted FCC Commissioner Kenneth A. Cox in discussing presidential appointments to federal agencies.

Mr. Elman's term on the FTC expires Sept. 25. He has indicated that he is not seeking reappointment, and it is seen as doubtful that President Nixon would reappoint him. The FTC consists of five members, no more than three of whom can be members of the same political party. At present there are two Democrats, one Republican with a second Republican nominated to be chairman (see page 22), and Mr. Elman, an independent.

Because regulatory agencies should not be judge and prosecutor simultaneously, Mr. Elman said, a special "trade" court should be established to hear cases involving charges by the agency against businessmen.

This court, he said, should be decentralized and hold hearings in every state, "thus bringing the judicial phase of the regulatory process much closer to the people." Or, he said, this function might be transferred to the federal district courts. But it was evident he likes the other idea better.

By relieving the agency of its adjudicative responsibilities, Mr. Elman noted, its remaining functions could and should be vested in a single commissioner "serving at the pleasure of both the President and Congress and removable by either. . . ."

This, Mr. Elman said, would permit the public to hold both the President and Congress accountable for an agency's performance. Mr. Elman noted that neither the President nor Congress

is held accountable when a regulatory agency fails to perform in the public interest—although the President nominates the commissioners and the Congress confirms them.

The elimination of adjudicatory functions, Mr. Elman said, would enable an agency to concentrate on its main job, policies, through investigations and studies, rulemaking, and bringing suits against those charged with unlawful acts. It would also, he said, be able to recommend to the President and the Congress the need for new legislation.

"All of these essential administrative tasks, executive and quasi-legislative in nature, are better performed, more quickly and more incisively, by a single administrator than by a multimember tribunal," he said.

He confessed that these thoughts are a complete reversal of those with which he had entered government service. He has come to the conclusion, he said, that the so-called advantages of multimember commissions appointed for long terms (group decisions by commissioners whose judgments are unconcerned with tenure) has not been realized. Such agencies, he said, are too unwieldy, engage in long delays in reaching decisions which are more often than not anemic compromises unresponsive to public needs and sometimes too responsive to political pressures.

Discussing the "independence" factor, Mr. Elman said that this tends to discourage "creative and courageous"

regulation. "Independence," he said, "means that an agency lacks a constituency, a power base, and the backing of the President." And, he added, it "nourishes institutional timidity and fear" of reprisals from disgruntled members of the industry it regulates, which may result in reductions in its power or in its appropriations.

And also, he added, independence impedes the development of "comprehensive and harmonious" national policies that involve other agencies of the government beside the regulatory agency.

Mr. Elman said he thinks it would be "a serious mistake" to transfer the agencies to the executive department "where they would disappear."

Seven years ago, when Mr. Minow left the chairmanship of the FCC, he made a similar proposal. Mr. Minow recommended to the late President Kennedy that the FCC be reconstituted into a single administrator to establish policy and oversee regulation, and an administrative court, to hear comparative cases and perform other judicial functions (BROADCASTING, June 10, 1963).

Mr. Minow's suggestions followed by a bare six months a report by a special committee of the Federal Communications Bar Association headed by Washington lawyer Leonard H. Marks, recommending that the FCC be sliced into three parts—a single administrator, an administrative court and a five-man bipartisan commission to set policy.

Almost from the inception of the seven-member FCC in 1934, there have been calls for a restructuring of the agency. The dichotomy between its legislative and its judicial functions has been questioned by an attorney general's committee in 1946, by the two Hoover commissions in 1949 and 1955, during the hearings that resulted in the MacFarland amendments to the Communications Act in 1952, and in 1959 when Louis J. Hector, retiring from the Civil Aeronautics Board, told President Eisenhower that regulatory agencies are too cumbersome and recommended that the policy-making and regulatory functions of agencies be turned over to executive departments and judicial functions to a special appeal court.

In 1958, legislation was drawn up, but never introduced, by Senator Warren G. Magnuson (D-Wash.), then and still chairman of the Senate Commerce



Commissioner Elman

Committee, that would have abolished the FCC and set up in its place a single administrator and a court to hear appeals from the administrator's decisions. Details of the bill were suggested by former Senator Clarence C. Dill (D-Wash.), one-time chairman of the Commerce Committee and co-author of the 1927 Radio Act and the 1934 Communications Act.

In 1960, former Harvard Law School Dean James M. Landis, in a report to President-elect Kennedy, singled out the FCC for inefficiency. An executive order by President Kennedy that would have, among other things, given the chairman of the FCC more authority, was vetoed by the House of Representatives in 1961.

Mr. Elman, 53, a New York native, was graduated from the City College of New York in 1936 and from Harvard Law School in 1939. After serving as a law clerk to a New York judge, he became an attorney in the FCC's Law Department in 1940, leaving a year later to become law clerk to the late Associate Justice Felix Frankfurter. In 1943 he was a State Department attorney, then in 1944 the office of the solicitor general. He was legal adviser to the high commissioner in Berlin in 1945-46, and returned as assistant to the solicitor general. In 1961 he was named to the FTC. He has not announced his plans when he leaves the trade agency next month.

Nixon veto leaves FCC and OTP without funds

A presidential veto last week has at least temporarily cut the 1971 purse-strings of both the FCC and the newly created Office of Telecommunications Policy. And a second veto left the future of federal funds to educational broadcasting in doubt.

The House on Thursday sustained the veto of the Housing and Urban Development and independent offices appropriations bill (HR 17548) which contains the \$24.9 million FCC budget for 1971 and \$2 million for OTP. House support of the veto, in effect, kills the measure—leaving the FCC and OTP money in limbo. The House will probably consider a new and lower bill after the Labor Day recess which began last Friday.

The House overrode the second presidential veto on the \$4.4-billion educational appropriation bill (HR 16916) by a vote of 289-114 and thus cleared it for Senate action.

That education measure contains \$11 million in federal facilities grants to states for educational TV and radio stations. The \$11-million figure exceeds the President's request of \$4 million for educational broadcasting funds.

U.S. courts are now fairness arbiters

Democratic committee and three West Coast antiwar groups appeal FCC rulings

The federal courts are beginning to displace the FCC as the principal arena for the mounting dispute over the extent to which the public is entitled to access to the nation's broadcast facilities.

A number of commission decisions—most dealing with the fairness doctrine—that frustrated those seeking wider access are under challenge in the U.S. Court of Appeals in the District of Columbia, or soon will be.

Last week, the Democratic National Committee and three West Coast antiwar groups filed notices of appeal from commission decisions denying their petitions on the access question.

A Quaker group had already filed an appeal from a commission decision denying its fairness-doctrine complaint against WRC-TV and WMAL(TV), both Washington. And the Business Executives Move for Peace is due to appeal soon a commission action denying its complaint against WTOP(AM) Washington.

The DNC is appealing a commission decision, issued two weeks ago in response to a request from the committee for a declaratory ruling, that broadcasters may not arbitrarily refuse to sell time to political parties for the solicitation of funds but that they may decline to sell time for the presentation of the parties' views on regarding controversial issues (BROADCASTING, Aug. 10).

The DNC had asked for a ruling that broadcasters may not arbitrarily refuse to sell time for either purpose. And Lawrence F. O'Brien, chairman of the DNC, in announcing plans to lodge an appeal, called the ruling "absurd on its face." He said the DNC would press its fight to the Supreme Court if necessary.

The three West Coast antiwar groups had filed a fairness-doctrine complaint against more than 20 San Francisco area stations in connection with an effort to obtain time to respond to the broadcast of armed forces recruiting announcements.

They contended that the commission's application of the fairness doctrine to cigarette advertising provided a precedent for its application to recruitment spots.

The Quaker group—the Peace Committee of the Baltimore Yearly Meetings of the Religious Society of Friends—had also complained to the commis-

sion after a request for time to reply to recruitment spots was denied.

The BEM case involves the group's contention that WTOP violated the fairness doctrine by refusing to sell time for the presentation of BEM's messages urging immediate withdrawal of American forces from Vietnam.

FCC's fairness powers could extend to papers

Two companion bills, which would bring newspapers under the FCC's fairness doctrine, were introduced last week by Representative Leonard Farbstein (D-N.Y.). The FCC would also be given the responsibility of enforcement.

The first measure (HR 18927) would extend the fairness doctrine to newspapers in communities of 25,000 or over, which do not have two separately owned papers.

The second bill (HR 18928), would empower the FCC to fine or revoke the antitrust exemption of papers falling under the Newspaper Preservation Act which were not presenting conflicting views on the issues. The Preservation Act provides for an exemption of newspaper joint operating agreements from the antitrust laws.

Under the laws, a Farbstein aide said, a reader could not object that a newspaper's editorials cover only one viewpoint—the reader would have to look at the newspaper as a whole, over a period of time, and then decide that he had not been exposed to divergent views on an issue. The FCC could then consider a complaint on that basis. The FCC, he said, would have no authority over content, only over the balance of presentations of opposing viewpoints.

In another related proposal, Representative Michael Feighan (D-Ohio) introduced a measure (HR 18941) which would require newspapers of general circulation to print editorial advertisements—which include solicitations for funds or explanations of particular viewpoints on issues—and to guarantee a person's right to reply to editorial comment directed at him. The Feighan bill would avoid empowering the FCC to enforce such measures, and would look instead to a mandatory injunction in federal court for enforcement.

CBS and NBC trade places

CBS-TV and NBC-TV will complete an exchange of affiliations in Rapid City, S.D., on Sept. 13. CBS announced last week that it would replace its affiliation with KOTA-TV Rapid City and satellite KHSD(TV) Lead, S.D., with KRSD-TV Rapid City and satellite KBSJ-TV Lead. NBC confirmed that it was effecting a switch—from KRSD-TV to KOTA-TV.

Hard words from Bob Wells

He tells broadcasters to stop 'minor skirmishes' and face the real crises

An FCC commissioner and a small-market radio operator warned broadcasters last weekend that they had better begin thinking of "gut" issues and stop quibbling about small differences. Both men were scheduled to address the Arkansas Broadcasters Association semiannual convention in Hot Springs last Friday and Saturday (Aug. 14 and 15).

Commissioner Robert Wells told the broadcasters that there were serious and vital issues confronting them, far more important than some of the issues they have complained about.

"... When a governmental agency is threatening to enter actively into programming, is it really important to you that you must ascertain your community needs?" he asked. And he continued: "Is documentation required by the FCC important when the very financial structure of your industry is in jeopardy? Is it really important to you what the FCC requires on technical standards when the whole industry is under fire for being too powerful, and moves are under foot to limit the amount of money that can be spent in your industry? Is it really important that we spend time and money fighting these minor skirmishes when the real battle is much more significant?"

Mr. Wells said that he felt the cigarette-advertising broadcast ban is discriminatory and that limitation on broadcast spending in the political broadcasting bill (see page 46) does not get to the heart of the problem of high campaign costs and the plight of the poor candidate. "The money will just be spent in other sources and probably with less effect," he said.

"So," Mr. Wells said, "let us be blunt. . . . Licensees have an obligation to the future of this industry and the obligation is here now."

Earlier in his scheduled talk, Mr. Wells noted that recent FCC decisions on the fairness doctrine (BROADCASTING, Aug. 10) make it clear that licensees have a responsibility to cover important and controversial issues but that "it is the licensee who decides how he will cover . . . issues."

Mr. Wells commented, also, that these decisions make clear that "no specific individual has a right to demand broadcast time." Treatment of an issue, he said, is left to the licensee's "journalistic discretion."

And, he warned, licensees cannot attempt to avoid the fairness issue by staying away from controversial pro-

grams. "Nothing," he said, "could be further from serving the public interest. . . ." And, he added, "I have never seen a licensee get into trouble for covering any controversial issue if he gave any kind of well-rounded coverage."

Commissioner Wells's call for broadcasters to face key issues was seconded by John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill., who is also a member of the radio board of the National Association of Broadcasters. Speaking at the same meeting, Mr. Hurlbut was scheduled to appeal for broadcasters to let their congressmen and senators know how they feel about basic issues affecting broadcasting.

Terming his speech a sermon ("For what shall it profit an owner, if he gain the whole market . . . and lose his license?"), Mr. Hurlbut noted that broadcasters are extremely successful in attracting an audience, selling time and moving merchandise. "But," he added, "in the area of selling ourselves to the public, creating an image of responsibility with the Congress and our regulators, our muscle is flabby at best. . . ."

Broadcasters, he said, cannot expect the NAB staff to do it all. "Your congressmen and your senators," he said, "get elected by the people in your coverage area. They are not elected by the NAB people charged with government-relations responsibility. And until congressional committees or whoever realize that our headquarters people represent grass-roots strength, don't expect much improvement."

Too many broadcasters, he concluded, are "more concerned with the rate-cutter down the street and too little concerned about the fires in our industry fanned by the super-regulatory crowd. . . ."

The Arkansas broadcasters were also



Commissioner Wells

to hear from J. W. Roberts, Time-Life Broadcast, president of the Radio-Television News Directors Association. Mr. Roberts called on broadcasters to professionalize their news operations, to join with (and become members of) RTNDA as it works to establish standards for broadcast newsmen—and seeks to counter "a sustained attack on broadcasters." And, he said, for the first time there is a "detectable strong public reaction against wide areas of broadcasting, including news."

NAB and FCC confer on small-market paperwork

You're a small-market radio broadcaster. Your community has a population of 4,000—6,000 if you count the entire county. You and your wife operate the station, with the help of a couple of technicians. You run the board, sell time to local merchants, buy programs, make up and mail bills, and do the myriad other things a small businessman must do to remain solvent—including seeing that the washroom is clean.

Your license is up for renewal and you are filling out the application, one requirement for which is that you append a long, laborious and extensive questionnaire on community needs based on interviews with "community leaders". You feel silly because you see these men virtually every day. Who needs it?

To try and reduce this extra and what they characterize as mostly unnecessary workload for small-market radio broadcasters, a three-man subcommittee of the Small Market Radio Committee of the National Association of Broadcasters met last week in Washington with FCC Commissioner Robert Wells, himself a former Kansas broadcaster, and Robert V. Cahill, administrative assistant to Chairman Dean Burch. Mr. Burch was due to attend the meeting, but a back ailment kept him at home that day (Aug. 10).

The committee members are Clint Formby, KPAN-AM-FM Hereford, Tex.; J. R. Livesay, WLBH-AM-FM Mattoon, Ill., and Norton E. Warner, KIMB(AM) Kimball, Neb.

Their aim is to try to persuade the FCC to relieve small-market radio broadcasters from the paperwork imposed by the commission, especially in such areas as license renewals, community needs, equal-opportunity reports, the application of the fairness doctrine and the equal-time provisions of Section 315.

The subcommittee hopes to have another meeting, this time with Chairman Burch, probably the same week that the full small-market radio committee meets in Washington Sept. 11.



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Another challenger drops out

Post-Newsweek's rival for Miami channel will settle for out-of-pocket expenses

For the second time since it was adopted on Jan. 15, the FCC's policy statement on comparative hearings involving renewal applicants has cooled the enthusiasm of a challenger of a prominent broadcaster.

A group of Miami businessmen, including several with ties to President Nixon, has decided to withdraw from its contest with Post-Newsweek Stations for Miami channel 10, occupied by Post-Newsweek's WPLG-TV.

The decision was disclosed in a pleading filed jointly last week by Post-Newsweek and Greater Miami Television. The two parties asked for a continuance of a prehearing conference that had been scheduled for Aug. 10 on the ground that they had reached an agreement under which GMT would withdraw from the contest in return for reimbursement of its expenses. Commission approval of the reimbursement, which is expected to amount to some \$60,000, would be required.

This was the same scenario followed when a group of Los Angeles business and professional people known as

Voice of Los Angeles bowed out of their contest with NBC for channel 4 Los Angeles, now occupied by NBC's KNBC(TV).

It is understood that, as in the KNBC case, GMT will cite the Jan. 15 policy statement as justification for commission approval of the withdrawal agreement. Voice which had filed its competing application almost one year before the policy statement was adopted, said that the statement adversely affected its chances for success.

The statement asserts that, in comparative hearings involving renewal applicants, the commission will favor incumbents if they can demonstrate that they have "substantially" served the needs and interests of its area. It also states that the hearing examiner is to decide that issue before the competing applicant presents its case.

The commission last month accepted Voice's justification, and approved the withdrawal agreement, which provided for reimbursement of \$102,400 (BROADCASTING, July 7). The Post-Newsweek-GMT agreement is expected to be sub-

mitted to the commission this week.

GMT filed its competing application two weeks before the policy statement was adopted.

The filing was entered only 65 days after Post-Newsweek acquired the station from L. B. Wilson Inc. (BROADCASTING, Sept. 29, 1969). However, in designating the competing applications for hearing, the commission said Post-Newsweek would be allowed to show the extent to which its operating proposals had been implemented (BROADCASTING, June 29).

The GMT application had drawn national attention because of the White House angle. W. Sloan McCrea, president of GMT, is a business partner of Charles G. (Bebe) Rebozo, a close friend of the President. In addition, Mr. McCrea and Hoke T. Maroon, GMT treasurer, were once business associates of the President in a Miami Beach real-estate venture, and two GMT directors, William Pawley and Frank E. Mackle, Jr., are said to be friends of Mr. Nixon.

The GMT challenge was also noteworthy because Post-Newsweek's *Washington Post* has been cited by Vice President Spiro T. Agnew in his criticism of the media.

Counsel for both Voice and GMT is Welch & Morgan. The firm also represents several other applicants seeking to displace incumbent licensees. But Edward Morgan, a partner in the firm, last week predicted that the Jan. 15 statement would discourage any more challenges.

The statement offers a applicant "too little chance of success" for the money involved in competing with an incumbent, he said.

Two of the challenger applicants represented by his firm, Hampton Roads Television Corp. and Community Broadcasting of Boston, last week began a court suit aimed at overturning the policy statement. Hampton Roads is seeking to displace WTAR-TV Norfolk, Va., as occupant of channel 3, and Boston Community is one of two applicants challenging RKO General for channel 7 Boston, now occupied by WNAC-TV.

The commission adopted the new policy statement to provide "stability and predictability" to broadcast operations after a rash of challenges to renewal applicants were filed in the wake of the commission's WHDH-TV decision the previous year.

That decision appeared to offer a bright opportunity to those interested in challenging multiple-owner licensees. In it the commission denied WHDH-TV Boston renewal of its license, and granted the application of a competing applicant, Boston Broadcasters Inc.,

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largely on the grounds that the station was part of a communications complex dominated by the *Boston Herald-Traveler*.

The commission found further that the favored applicant proposed to integrate its management and ownership of the outlet.

The commission subsequently insisted, in a number of orders, that the case, which is now on appeal in court, was unique. Because the original 1957 grant was tainted by charges of ex-parte contacts on the part of WHDH officials, the station has been operated almost continuously on temporary authority.

Changing Hands

Announced:

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

■ **KBBI(FM) Los Angeles and KBBW(FM) San Diego:** Sold by Biola Schools and Colleges Inc. to J. Floyd Andrews and others for \$1,150,000 (see this page).

■ **WPOR-AM-FM Portland, Me.:** Sold by Horace A. Hildreth and others to Phil Corper, Roy Edwards and others for \$240,000. Mr. Hildreth has majority interest in **WABI-AM-FM-TV Bangor**, **WAGM-AM-FM Presque Isle**, and 1% of **WMTW(TV) Poland Spring-Mt. Washington**, all Maine. Messrs. Corper and Edwards are vice presidents of H-R Television Inc., New York-based rep firm. **WPOR(AM)** operates on 1490 kc with 1 kw day and 250 w night. **WPOR-FM** is on 101.9 mc with 5.9 kw and an antenna 490 feet above average terrain.

■ **KSRT(FM) Tracy, Calif.:** Sold by Wilfred G. Cannon and others to Ronald Carson and others for \$75,000. Mr. Carson was former employe of **WHYY(TV) Wilmington, Del.** **KSRT(FM)** operates on 100.9 mc with 2.5 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 60).

■ **WCVU(AM) Portsmouth (Norfolk), Va.:** Sold by Dan Weinig to Rust Communications Group for \$645,000. Mr. Weinig was formerly general manager of **WPAT-AM-FM Paterson, N.J.** William F. Rust Jr. is president and owns 70% of Rust Communications. Buyers own **WHAN(AM)** and **WHFM(FM) Rochester**, and **WPTR(AM) Albany**, all New York; **WAEB-AM-FM Allentown**, **WRAW(AM) Reading** and **WNOM-AM-FM York**, all Pennsylvania. **WCVU** is full time on 1350 kc with 5 kw.

Bureau seeks to block Jacksonville transfer

The FCC's Broadcast Bureau last week opposed a settlement agreement among the four applicants for channel 12 in Jacksonville, Fla.

The applicants, who have been the interim operators of the facility now occupied by **WFGA-TV**, are **Florida-Georgia Television Co.** (45½%-owned by **Wometco Enterprises**), **Florida Gateway Television Co.**, **Community First Corp.** and **New Horizons Telecasting Co.** Under the agreement, the parties would form a new company—**Channel 12 of Jacksonville Inc.**—which would purchase **Florida-Georgia's** assets for \$2,875,000. **Florida-Georgia** would be liquidated and its assets, including 26⅔% of the new company, would be distributed to its stockholders. (BROADCASTING, June 29).

The Broadcast Bureau said it opposed the agreement because there has been no showing that the new company is financially qualified to construct and operate the proposed station. It has been shown that neither **Florida Gateway**, **Community** nor **New Horizons** has as much as \$50,000 in funds, the Broadcast Bureau noted, adding that the proposed initial outlay amounts to

nearly \$3 million.

The bureau also said there has been no showing as to the value of the assets to be acquired by **Channel 12** from **Florida-Georgia**. It added that if the price is less than the actual value, the other three parties, by virtue of their stock interest in **Channel 12**, would receive a "windfall" in exchange for dismissal of their applications. It also noted there is a character issue involving anticompetitive practices still pending against **Florida-Georgia** stockholders.

San Diego airline buys two FM outlets

Pacific Southwest Airlines, San Diego-based intrastate carrier, has diversified its holdings, entering the broadcast industry with the announced purchase of **KBBI(FM) Los Angeles** and **KBBW(FM) San Diego**. The stations were sold, subject to FCC approval, by **Biola Schools and Colleges Inc.**, Los Angeles, for \$1,150,000.

Pacific Southwest Airlines is headed by J. Floyd Andrews, president. **George A. Whitney**, formerly vice president and general manager of **KFMB-AM-FM-TV San Diego**, will head the airline's new broadcast division. **PSA** operates

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several resort hotels in addition to being a common carrier.

Mr. Whitney also said the airline was in the talking stage with other owners to purchase additional broadcast and CATV properties. "Our acquisitions are expected to be primarily in California," he added.

KBBJ(FM) operates on 107.5 mc with 34 kw and an antenna 2,783 feet above average terrain. KBBW(FM) is on 102.9 mc with 50 kw and an antenna 185 feet above average terrain.

Inequities seen in FCC's new fees

Now under protest: charges for microwaves, cables, earth stations

NBC, a group of CATV operators and representatives of the common-carrier industry found separate flaws last week in the FCC's newly adopted fee schedule.

The network filed a petition seeking reconsideration of the grant fees for initial construction of earth stations in a satellite-communications system. NBC argued that, while the current flat \$50,000 fee for each earth station may be reasonable for complex international-type stations that may cost around \$5-million, it is unreasonable when applied to those required for a domestic satellite system, including receive-only terminals, configured for television-network program distribution." The latter may range in cost from \$50,000 to \$250,000.

Under the present schedule, NBC said, total grant fees for such a national network system would exceed \$5 million because the system would require over 100 terminals. It suggested either a charge of 2% of construction cost with a \$50,000 maximum or a flat fee of \$1,000 for each domestic-service earth station.

A joint petition by 200 CATV systems—including group operators Teleprompter Corp., Columbia Cable Systems Inc., LVO Cable Inc. and United Artists Theater Circuits Inc.—alleged that the fees applied to cable systems represent an attempt to burden the CATV industry with underwriting the cost of a regulatory scheme" to retard the growth of cable in order to protect broadcast television.

They said, despite a "trickle" of FCC decisions favoring CATV, the regulatory picture of the industry is still uncertain, and CATV operators have been "stymied" by the commission's strict regulatory approach in their attempts to service the top-100 markets. Most CATV rules benefit broadcasting, they stated, and this is evidenced by the fact

that CATV is not available to 90% of the population. The cable operators called on the commission first to finalize a regulatory approach to CATV, then to formulate a fair fee structure. To do otherwise, they said, would be to "put the cart before the horse."

The cable operators said they have over 500,000 subscribers and represent a cross section of the industry.

A group of 20 microwave companies (several of which are owned by Teleprompter) felt the fees are excessive in light of the services performed by the commission.

The fee for application for modification of microwave construction permits should be reduced from \$50 to \$25, they stated in their joint petition. They also suggested eliminating the \$150 fee for a CP grant except when the application is for modification of a CP which involves either new service or additional service to existing points of communication.

In addition, they felt that a 45-day period in which to pay CP grant fees is a burden to carriers who need the additional capital during the construction period. The grant fee should be due at the time the application for a license to cover the CP is filed.

Employment rules affect common carriers

Rules on equal-employment opportunity applicable to common carriers have been adopted by the FCC.

The new rules, similar to those adopted for broadcasters (BROADCASTING, May 25), take effect Sept. 18 and require common-carrier licensees or permittees to establish and carry out a "continuing program of equal opportunity" in every aspect of employment policy and practice.

Specifically, common carriers with 16 or more full-time employees must file statements of equal-employment programs within 90 days of the effective date. Changes in the programs are to be filed by April 1, 1971. In addition, common carriers must file by April 1 each year an employment report indicating whether any equal-employment complaints have been filed against the carrier and giving details. If the informa-

Merger plans dropped

Termination by mutual consent of negotiations between CBS and Donald Art Co., Port Chester, N.Y., for CBS's purchase of the publisher, printer and distributor of art production, has been announced. The price of the transaction, when first announced in January (BROADCASTING, Jan. 26), was \$16.9 million.

tion has been filed with the Equal Employment Opportunity Commission, it would not be necessary to file it with the FCC, but the EEOC filing must be noted.

Chairman Dean Burch and Commissioners Kenneth A. Cox, Nicholas Johnson and H. Rex Lee voted for the proposal; Commissioners Robert E. Lee and Robert Wells concurred. Commissioner Robert T. Bartley concurred in part and dissented in part, issuing a statement to be released later.

Second Memphis TV settles with blacks

WREC-TV meets demands for more Negro programs, more Negroes on staff

A group of blacks have now withdrawn two of the petitions they filed opposing the license renewals of three Memphis television stations over alleged discrimination in programing and employment practices.

The Coalition for Better Broadcasting last week dropped its opposition to WREC-TV Memphis after the station amended its renewal application with a policy statement embodying points acceptable to the coalition.

The coalition, which comprises eight black community organizations, had petitioned the FCC to deny the renewals of WREC-TV, WHBQ-TV and WMC-TV (BROADCASTING, July 13, 20). Last month the group reached an agreement with RKO General's WHBQ-TV. No agreement has yet been made with WMC-TV, owned by Scripps-Howard Broadcasting.

In its 18-point policy statement, WREC-TV, a Cowles station, committed itself to the "systematic inclusion of blacks on all locally produced programs." In addition, the station agreed to include coverage of the black community in its local newscasts and to take "affirmative action" in the training and employment of minority members. The policy statement included deadlines for achieving some of the goals.

In a letter to the commission last week announcing the agreement, Allen Black Jr., coalition leader and local field director of the Legal Defense and Education Fund of the National Association of Colored People, said that any "material variance" by WREC-TV from the policy statement would be regarded as a breach of license.

In addition to the legal defense fund, members of the Memphis coalition include Action Consolidated; Barbers Local 734; the Black Knights Inc.; the Co-Ettes Club Inc.; the NAACP's

Memphis branch; National Association of Radio and Television Announcers, and the Southern Christian Leadership Conference.

NBC sees dangers in crossownership ban

NBC last week urged the FCC to reconsider its rule barring crossownership of CATV's by networks or TV stations in the same community.

Disqualifying a network from future ownership of a business is "virtually unknown in American jurisprudence," the network said in its petition, adding that CATV's early stage of development—where the risks are great and the potential too uncertain—is not the time to deny ownership "by those whose natural interests in and history of innovations in communications may be the greatest."

NBC advised the commission to encourage as many different types of CATV participants as possible—particularly those with the necessary personnel, experience, resources and financial strength—to assure the fullest experimentation in and development of CATV. To require stations to divest themselves of cable or TV interests by Aug. 10, 1973, it added, is an "unfair sanction."

Media notes:

New affiliate ■ WHEC(AM) Rochester, N.Y., owned by Gannett Co., will return to CBS Radio Aug. 17. Station was affiliated with CBS from April 1930, to June 1968 when it went to ABC Radio's Information Network. ABC

plans to pick up another station in the Rochester market. WHEC operates on 1460 kc, 5 kw unlimited.

New agency formed ■ Bob Harris, former advertising, publicity and promotion manager with Metromedia's KLAC(AM) and KMET(FM) Los Angeles, has resigned to form Bob Harris Advertising-Public Relations. Agency offers full creative services, according to Mr. Harris, and lists KLAC and KMET among its clients. Address: 319 S. Citrus Avenue, Los Angeles 90036. Telephone (213) 938-3981.

Now in D.C. ■ L.J.N. duTrell & Associates Inc., New Orleans, consulting engineering firm, has opened a branch office in the Washington metropolitan area. Office will be headed by L.R. (Bob) duTrell. Address: 8823 Tuckerman Lane, Rockville, Md. 20854. Phone: (301) 299-3358.

Historic display ■ The Detroit Historical Museum will offer an exhibit, starting Aug. 20, honoring the initial radio transmission of wwJ(AM) there, 50 years ago to the day. The exhibit will include wwJ's original transmitting unit, a wireless exhibit and a Model T Ford police car with a mock hook-up of the first police car radio, used in 1923 to monitor wwJ's signal.

New PR house ■ Philadelphia PR executives J. Robert Holland and Lee A. Perlman have formed new agency, Holland-Perlman & Associates Inc. Firm will specialize in media contact but will also deal in medical, political, financial and corporate relations. Messrs. Holland and Perlman were

previously associated with Lewis & Gilman, Philadelphia. Address: 1601 Walnut Street, Suite 23, Philadelphia. Phone: (215) LO 3-2222.

FCC denies equal-time pitch

FCC Complaints and Compliance Chief William B. Ray has declined to settle an equal-time dispute concerning an employe of WOR(AM) New York. He said the matter should be resolved in "good faith" negotiations between the contesting parties.

The complaint against WOR was filed by Bella Abzug, Democratic candidate for Congress. Her opponent, Barry Farber, is a station personality, who runs a 45-minute interview show. Mrs. Abzug wanted equal time. The station offered to let her co-host program or conduct her own 45-minute show during the campaign, but Mrs. Abzug refused (BROADCASTING, Aug. 3).

Mrs. Abzug said she wanted her equal time in the form of spot announcements. WOR said that would be unfair, and turned her down.

Mr. Ray said the Farber show clearly creates equal-time responsibility, but that Mrs. Abzug's request for spots is unreasonable. He added, however, that WOR cannot arbitrarily limit her to 45-minute segments; other kinds of program time might be just as acceptable and more desirable from Mrs. Abzug's point of view, he said. The exact nature of her appearances on the station should be negotiated in good faith, Mr. Ray said.

International

Irish television switching to color

State-run commercial system will convert completely by 1974—despite tight money

Irish national television, still in its infancy compared to U.S. broadcasting, is taking its first steps into color TV—and the color uppermost in mind is the green tint of the pound note. The commercial (though state-run) Telefis Eireann plans five hours a week of color transmissions this fall.

With half its programing imported and most of that coming from U.S. suppliers, there should be no shortage of color product to fill those initial color hours. And 1974 is the target date for full conversion to color.

Telefis Eireann's first experiment with

color this spring was a huge success. RTE (Radio Telefis Eireann) televised a BBC commentary in color from Mexico City during the World Cup soccer finals. With little warning and no promise of future color transmissions, the Irish public responded by buying color receivers. One RTE spokesman estimates "2,000 color sets cropped up straight away."

While conversion to color is going to require capital outlays that will further strain an already overburdened financial situation, it may mean more money flowing into RTE coffers from license

fees. A license fee for color has not been set; color TV is too new to Ireland, but most countries requiring license fees from viewers elicit substantially more for color-set licenses.

RTE financing makes it one of the more unusual broadcast operations in the world. Despite its status as government-run and nonprofit, Radio Telefis Eireann is highly dependent on spot revenue. Licensing revenue from black-and-white receivers has stabilized at about 40% of RTE's income. Ireland recorded a set count of 443,000 last year, representing 64% of the 697,000 households in the country. Although the Radio Telefis Eireann authority raised the license fee in 1969, it still remains low and the limited population of Ireland remains an unalterable fact. Neither extraordinary prosperous nor populous, Ireland must support its TV op-

eration mainly through the sale of commercial time.

Telefis Eireann airs between three and four commercial minutes an hour, including 60-second spots and all the way down to five-second ID's. The record shows that RTE totaled net advertising revenue last year of 2,996,108 pounds, or \$7.16 million.

While this figure represents a 14% increase over 1968, last year was described as the most difficult since the television service began operating in 1961. The financial picture has shown no significant improvement in the first half of 1970. Reasons most often cited are payroll (RTE had its first strike last year), the levelling off of license fees, such technical improvements as RTE's new CATV operations, and of course the enormous capital outlay for converting to color. And ironically, RTE's color conversion comes at a time when the Irish broadcast authority is phasing out tobacco advertising, which contributed 13.7% of its TV ad revenue last year.

Despite the uncertain financial outlook, what appears to have clinched it for color conversion was the fact that Ireland won, last year, the Eurovision song contest. This victory entitled RTE to play host to the international songfest in the spring of 1971. The contest is televised by the European Broadcasting Union and will be seen by an estimated 500 million people throughout Western Europe, the Eastern bloc, the Mediterranean and the British Isles. Since many of the countries participating in the live link-up have advanced color systems, RTE will be required to offer its first major color transmission.

ABC Films sales abroad hit new high in 1970

ABC Films' international division has completed a record number of sales abroad during 1970, more than 600 transactions in more than 90 countries.

Colin Campbell, vice president of international sales for ABC Films, said the pace-setting program was *Mod Squad*, sold in 65 countries. Other series which have been sold at a steady pace, Mr. Campbell said, were *Ben Casey*, *The Invaders*, *N.Y.P.D.* and *Combat*.

He reported that five new programs that ABC Films has placed into overseas distribution for this fall are *The Most Deadly Game*, pre-sold in 11 countries; *The Silent Force*, pre-sold in six countries, and three new half-hour TV series: *Lancelot Link*, *The Reluctant Dragon* and *Mr. Toad*, and *The Jerry Lewis Show*. ABC Films also has released abroad the Prime II package of 15 feature films, which has been pre-sold in seven countries.

Open-door policy for pre-release

FCC permits CATV's to carry programs carried earlier in Canada

A ruling by the Canadian Radio-Television Commission limiting the amount of U.S. programming on all Canadian TV stations by the 1972-73 season has figured in a pair of FCC actions.

The FCC has ruled that cable systems near the Canadian border need not afford protection against the carriage of American programs by Canadian TV stations. Often such programming is aired on stations across the border before it is released in the U.S.

And, in another action, the FCC renewed CBS's authority to deliver radio and TV programs to Canadian stations.

In both cases the commission pointed out that the CRTC ruling would limit to 30% the amount of U.S. programming on Canadian TV's and that at least 60% of prime-time programming is to

Abroad in brief:

From Harlem to Abroad ■ ABC Films is placing into international distribution two one-hour TV musical programs, *Harlem Festival*, which feature solo performances by jazz, blues and "soul" entertainers. The programs were produced by Tulchin Productions, New York, and star Nina Simone, B. B. King, Herbie Mann and the Chambers Brothers, among others.

New plant ■ RCA has begun construction of a new \$1-million plant facility on Jersey Isle in the English Channel. The new structure, scheduled for completion by 1971, will provide larger and more modern quarters for RCA's European business in color-TV tape recorders and other technical equipment.

Overseas clients ■ TelCom Associates Inc., New York, program buying and marketing service for TV stations, has acquired six overseas clients. TelCom's international clients are DZTM-TV (ch. 5) Manila, P.I.; ch. 13 in Mexico City; ch. 11 in Guatemala; Televiscentro de Nicaragua; ch. 6 in Costa Rica and RPC-TV (ch. 4) in Panama.

BNU opens new offices ■ Benson Needham Univas, international advertising agency owned jointly by Needham, Harper & Steers, New York, S. H. Benson Ltd., London, and Univas/Havas Conseil, Paris, is opening a new office in Zurich, Switzerland, Univas Zurich, A. G., and another in Indonesia, Benson Djakarta.

consist of Canadian programming. The CRTC action may alter the current competitive relationships between U.S. and Canadian stations with common audiences, the FCC said. It added that the percentage of U.S. audiences tuned to Canadian stations will probably decrease as Canadian programming increases.

Eight TV stations had sought pre-release protection on CATV systems in Washington, New York, Vermont, North Dakota and Minnesota. However, the commission concluded that the problem was not significant and that whatever problem exists seems to be on the verge of elimination.

CBS proposed to deliver radio programs to Newradio Ltd., a Canadian corporation—which uses them in its Canadian-oriented news service—and to transmit programs to a Canadian syndication company. CBS also proposed to deliver TV entertainment and sports programs to Canadian Broadcasting Corp. or CTV Television Network Ltd., which would offer them to affiliates.

WBEN-TV Buffalo, N.Y., alleged that the practice gives Canadian TV's an unfair competitive advantage since U.S. audiences view prime-time programs on these stations first, resulting in a decline in WBEN-TV viewers.

The commission concluded that it would be concerned if the prerelease practice had this result, but added that available data did not indicate the practice had an adverse effect on WBEN-TV. Canadian TV stations receive only about 3% of the audience share in the Buffalo market, the FCC added, and there was no basis for attributing even this percentage to the prerelease practice.

The vote on both actions was 6-to-1 with Commissioner Kenneth A. Cox dissenting and preparing a statement to be released later.

'Black Journal' opens Ethiopian bureau

Black Journal, National Educational Television's monthly program about black Americans, has established a permanent bureau in Addis Ababa, Ethiopia, for production of films about Africa. Heading the bureau is Horace Jenkins, *Black Journal* producer.

The show will devote one segment a month to information about Africa, with the films also made available to African nations for use on TV.

"We, as Africans in America, need to see the positive side of Africa so that we can develop a much-needed psychological identity with Africa to develop our roots of identification," commented Tony Brown, executive producer of *Black Journal*.

Fuqua suffers six-month dip

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported a slight increase in net sales and other income but a large decline in net income for the six months ended June 30. J. B. Fuqua, chairman, noted, however, "the comparison with last year's second quarter looks much worse than our actual operating results because of two unusually large profit items occurring in 1969."

In spite of the teamsters' strike in Chicago which caused "a severe profit drop," Mr. Fuqua said sales of most of the company's products and services are "holding up very well considering economic conditions."

For the six months ended June 30:

	1970	1969
Earned per share	\$0.34	\$0.94
Net sales and other income	152,250,000	151,637,000
Net income	2,305,000	5,959,000
Average shares outstanding	1.22	1.69
Cash flow		

Notes: 1969 figures restated to include pooling of interests and year end adjustments applicable to first half of 1969. Earnings per share restated to include addition common equivalent shares. 1969 net income figures include extraordinary loss of \$57,000.

Company reports:

Liberty Corp., Greenville, S.C., diversified holding company with broadcast interests, has reported a \$300,000 gain in net earnings for the first half of 1970—in what one spokesman called "a tight year"—compared to the same period last year. Net earnings were listed at \$3.5 million or 50 cents a share.

For the six months ended June 30:

	1970	1969
Earned per share	\$0.50	\$0.46
Revenues	45,885,000	40,518,000
Net income	3,500,000	3,200,000

Norton Simon Inc., New York, diversified conglomerate whose interests include Talent Associates Inc., reported record earnings and sales for the fiscal year ended June 30. David J. Mahoney, chairman, chief executive officer and president, credited the successful introduction of several new food products, efficient operations of two subsidiaries, Glass Container Corp. and Canada Dry Corp., and the sale of Plimpton Press which improved the position of McCall printing. The firm also declared the regular 2½% common stock dividend payable Sept. 30 to stockholders of record Sept. 9.

	1970	1969
Earned per share	\$2.46	\$2.10
Revenues	1,406,031,000	966,645,000
Net income	36,787,000	31,621,000
Shares outstanding	11,138,000	11,121,000

Note: Earnings before dilution were \$2.87 per share in 1970 and \$2.34 per share in 1969.

Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported net sales for the quarter ended June 30 of \$19,421,346, 16% below the \$23,064,343 reported in the similar quarter last year.

E. A. Carter, chairman, noted that despite the company's current position and the continuing sluggish economy, the firm's financial position remains strong.

For the first six months ended June 30:

	1970	1969
Earned per share	—	\$0.55
Revenues	\$38,409,119	46,161,988
Net income	160,360	1,082,602

Publishers Co., Washington-based printer, publisher and broadcaster, reported increases of 36.5% in sales and 19.3% in after tax earnings for the six months ended June 30, compared to the same

KATZ REPRESENTS KVII

Your KATZ TELEVISION WEST rep now carries a new folder in his briefcase. It tells how KVII-TV took the Amarillo market by storm (40% metro share overall in the spring count). It tells a lot of other reasons why, when you buy Amarillo, you should buy KVII-TV. Your KATZ TELEVISION WEST rep has the details. Ask him.

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period last year.

Charles W. Lockyer, president, noted increases were after "absorbing heavy increased interest, administrative and labor costs," together with a trucking strike in Chicago and St. Louis "which greatly hampered our printing operations and limited the second quarter profits in both cities."

For the six months ended June 30:

	1970	1969
Earned per share	\$0.36	\$0.30
Net sales	26,105,611	19,127,690
Net income	641,613	537,703
Average shares outstanding	1,683,012	1,683,012

Note: 1969 figures restated for comparative purposes.

J. Walter Thompson Co., New York

advertising agency, reported increased worldwide billings of \$191,000,000 for the second quarter ended June 30, compared to \$188,000,000 for a similar period last year.

Dan Seymour, president, said the increases "reflect modest decreases in U.S. billings, which were more than offset by increases in billings in overseas offices."

For the six months ended June 30:

	1970	1969
Earned per share	\$1.20	\$1.30
Gross billings	364,000,000	349,000,000
Net income	3,315,000	3,133,000
Average shares outstanding	2,767,465	2,386,132

Wrather Corp., Beverly Hills, Calif., di-

verified entertainment and communications company, reported increased revenues and net income for the six months ended June 30.

Jack Wrather, chairman and president, attributed successful results to significant increases in business at firm's Disneyland hotel and to "fine results" by Muzak division.

For the six months ended June 30:

	1970	1969
Earned per share	\$0.27	\$0.27
Revenues	12,540,040	9,797,164
Net income	600,624	492,151
Average shares outstanding	2,202,389	1,827,349

Note: 1969 figures restated to give effect to year-end adjustments.

The Broadcasting stock index

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

Stock symbol	Ex-change	Closing August 13	Closing August 6	Closing July 30	High 1970	Low 1970	Approx-Shares Out (000)	Total Market Capitalization (000)	
Broadcasting									
ABC	N	22½	23¼	23	39¼	19¾	7,073	162,679	
ASI Communications	O	2¼	2¼	2¼	7	2½	1,789	4,920	
Capital Cities	N	21½	23¼	23¾	36½	19½	6,061	141,646	
CBS	N	25¼	26¾	27½	49¾	24¼	25,512	729,080	
Corinthian	N	24	26½	26¾	33¾	19¾	3,384	93,466	
Cox	N	13½	13¾	13¾	24¼	10¼	5,789	77,399	
Gross Telecasting	A	9¾	9¾	10¼	17¼	9¾	803	8,632	
Metromedia	N	12¾	14¾	14¾	22¾	9¾	5,733	82,383	
Pacific & Southern	O	9¾	9½	8½	23	7½	1,636	13,906	
Rahall Communications	O	6	6	6	16½	6	1,040	6,240	
Reeves Telecom	RBT	3¾	3¾	3¾	15½	2	2,288	7,139	
Scripps-Howard	O	12¾	16¼	17½	24	15½	2,589	45,308	
Sonderling	SDB	16¾	17¾	18¼	34¾	10¼	991	18,581	
Starr Broadcasting	M	8¾	9	10	18	7¾	461	4,610	
Taft	N	17¾	19¾	19½	29¾	13¾	3,712	7,238	
Total							69,861	\$ 1,403,227	
Broadcasting with other major interests									
Avco	N	9¼	10¼	10¼	25¼	9¼	11,469	117,557	
Bartell Media	BMC	5¾	5½	5½	14	3¾	2,254	11,540	
Boston Herald-Traveler	O	27½	27½	27	43	25	574	15,498	
Chris-Craft	CCN	5¼	5½	5½	11½	4¾	3,660	20,130	
Combined Communications	O	6½	6	6¼	16¼	6	1,938	12,113	
Cowles Communications	N	3½	3¾	3¾	10¾	3½	3,969	14,368	
Fuqua	FOA	7¾	9	9¼	31¾	9	6,190	57,258	
Gannett	GCI	22¼	23	23	29½	18¾	7,117	163,791	
General Tire	GY	15½	16¾	17¼	20¾	12¾	18,434	317,987	
Gray Communications	O	4	4	4	7¾	4	475	1,900	
Lamb Communications	O	2½	2¾	2¾	6	2½	2,650	7,288	
Lee Enterprises	LNT	12¾	14¼	14¼	20¾	12	1,957	27,633	
Liberty Corp.	N	15	15½	15	21¾	13	6,744	101,160	
LIN	O	4¾	3¾	5¾	11	3½	2,244	12,903	
Meredith Corp.	MDP	20	19¾	20	44¾	18	2,779	55,580	
Outlet Co.	OTU	12	10¼	10¼	17¼	10	1,342	14,427	
Plough Inc.	PLO	59	60¾	66¼	85	55	6,880	455,800	
Post Corp.	O	9	9¼	9½	17½	8	713	6,774	
Ridder Publications	O	13	13¾	13¾	22	9½	6,217	84,676	
Rollins	N	24¾	25¼	25¼	40¾	19¾	8,034	206,876	
Rust Craft	RUS	19¼	19	18¾	32¼	18½	1,159	21,731	
Storer	N	17½	18	16½	30¾	14	4,223	69,680	
Time Inc.	TL	32¾	32¾	36	43½	25½	7,257	261,252	
Trans-National Comm.	O	¾	¾	¾	4½	¾	1,000	870	
Turner Communications	O	3	3	3	8¾	2¾	1,328	3,984	
Wometco	N	17¼	18½	17¾	20¼	13¾	5,817	102,496	
Total							118,434	\$ 2,185,272	
CATV									
Ameco	ACO	A	4¾	4¾	5¼	16	4½	1,200	6,300
American TV & Comm.	O	12¼	12¾	12¼	22¼	10¾	1,775	21,744	
Cablecom-General	CCG	A	8¾	9¾	10¾	23¾	7¾	1,605	16,243
Cable Information Systems	O	2¾	3	3	2¼	¾	955	2,865	
Citizens Finance Corp.	CPN	A	11	11½	10¾	17¾	9¾	994	10,308
Columbia Cable	O	7¼	7¼	7	15½	6¾	900	6,750	
Communications Properties	O	6½	6½	6½	10½	6	644	4,186	
Cox Cable Communications	O	12	13½	13¼	24	12	3,550	48,813	
Cypress Communications	O	7½	7¼	7¼	17¼	7½	1,887	14,624	
Entron	ENT	A	3	3¾	3	8¾	2¾	1,320	3,960
General Instrument Corp.	GRL	N	13	14¼	15	30¾	11¼	6,250	93,750
H & B American	HBA	A	16¾	18¾	18½	30¾	12¾	5,283	97,736
Sterling Communications	O	5	5	4½	7¼	5	1,100	4,950	
Tele-Communications	O	9	9	9½	20¼	9	2,704	25,688	
Teleprompter	TP	A	56¾	64¾	69	133¾	46	1,161	4,433
Television Communications	O	6	6¼	6¼	18¼	5½	2,816	17,600	
Vikoa	VIK	A	6¾	8¾	8	27½	6¾	2,228	17,824
Total							36,372	\$ 397,774	

Financial notes:

■ MCA Technology Inc., subsidiary of MCA Inc., Universal City, Calif., has acquired from Universal Data Acquisition Corp., Houston, for an undisclosed amount of stock, UDAC's product lines in tape decks and data entry service. MCA Technology manufacturers high-speed magnetic tape duplicating equipment, video products and magnetic heads for the entertainment and computer industries.

■ Viewlex Inc., Holbrook, N.Y., has announced agreement with RCA to purchase for \$5 million RCA's 16-mm

motion picture projector product line designed primarily for educational and training use. Agreement does not include RCA's TV broadcast station 16-mm projectors, manufactured, marketed and serviced by RCA.

■ General Telephone & Electronics Corp., New York-based parent company of Sylvania Electric Products Inc., reported its principal international subsidiary has acquired Empire-Industria Nacional de Radeo e Televisao S.A., privately held Brazilian television and radio set manufacturer, for an undisclosed price. Brazilian firm had sales

exceeding \$7.5 million in 1969 and has headquarters and plant in Sao Paulo. GT & E has two operations in Sao Paulo, one making television picture tubes and lighting products and another supplying telecommunications equipment and systems.

■ Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, has declared a regular quarterly dividend of 10 cents per share, payable Sept. 30 to stockholders of record Sept. 1.

■ Post Corp., Appleton, Wis., publisher and group broadcaster, has declared a

	Stock symbol	Ex-change	Closing August 13	Closing August 6	Closing July 30	High	1970 Low	Approx-Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	9%	9%	10%	31½	8%	5,942	60,133
Dianey	DIS	N	92½	100%	107	158	96½	5,133	549,231
Filmways	FWY	A	6%	7	6%	18½	6%	1,700	11,679
Four Star International	O		1%	2%	2½	4	1½	666	1,665
Gulf & Western	GW	N	11%	12%	12%	20%	9½	15,362	193,868
Kinney National	KNS	N	21%	24%	25	36	21	9,067	226,675
MCA	MCA	N	13%	13%	14	25%	11%	8,195	114,730
MGM	MGM	N	12%	14%	15%	29%	12%	5,843	92,027
Music Makers Group	O		3	3	3½	9	3	589	1,914
National General	NGC	N	12%	14%	14%	20%	9	4,910	70,556
Transamerica	TA	N	12%	13%	13%	26%	11%	63,630	859,005
20th Century-Fox	TF	N	7%	8%	7%	20%	6	8,562	67,383
Walter Reads Organization	O		3	3%	3%	13½	3	2,312	7,514
Wrather Corp.	WCO	A	5%	6%	6%	10%	4%	2,211	14,637
							Total	134,122	\$ 2,271,017
Service									
John Blair	BJ	N	12%	13	13%	23½	10%	2,605	34,178
Comsat	CQ	N	36½	37%	39½	57%	25	10,000	395,000
Creative Management	O		7%	7%	8	14½	4½	1,075	8,600
Doyle Dane Bernbach	O		14%	14%	13%	24½	14	1,924	26,455
Foot, Cone & Belding	FCB	N	7%	8	8%	12%	7%	2,167	18,680
Grey Advertising	O		7%	7½	7%	13½	6%	1,207	9,354
LaRoche, McCaffrey & McCall	O		9%	10	10½	17	9%	585	6,143
Movielab	MOV	A	2%	2%	2%	7%	2	1,407	2,983
MPO Videoelectronics	MPO	A	5%	6	6%	9%	4%	558	3,627
Nielsen	O		30%	32%	34%	42	26½	5,299	182,816
Ogilvy & Mather	O		16%	17%	18%	22%	15	1,096	20,002
PKL Co.	PKL	A	3%	2%	2%	12%	2%	740	1,939
J. Walter Thompson	JWT	N	22%	23%	25	36	22%	2,773	69,325
Wells, Rich, Greene	WRG	A	5%	6	6%	8%	5%	1,581	10,671
							Total	33,017	\$ 789,773
Manufacturing									
Admiral	ADL	N	6%	6%	7%	14%	6%	5,158	38,685
Ampex	APX	N	13%	14%	15%	48%	13%	10,846	166,307
CCA Electronics	O		1%	1%	2%	5	1½	800	1,800
Collins Radio	CRI	N	10%	11%	11%	37%	9	2,968	34,488
Computer Equipment	CEC	A	3%	3%	4%	12%	3%	2,406	10,514
Conrac	CAX	N	12	12%	12	32%	11	1,254	15,048
General Electric	GE	N	73%	75%	77%	77%	60%	90,884	7,008,974
Harris-Intertype	HI	N	41%	42%	42	75	36%	6,357	266,994
Magnovox	MAG	N	28%	29	31	38%	22%	16,401	508,431
3M	MMM	N	79%	80%	80%	114%	71	56,058	4,526,684
Motorola	MOT	N	38%	39%	39%	47%	31	13,334	531,627
RCA	RCA	N	22%	22%	23%	34%	18%	66,926	1,564,060
Reeves Industries	RSC	A	2%	5%	3	5%	2%	3,446	10,338
Telemation	O		9%	10	9%	24	9	1,080	10,530
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	63%	66%	66	69%	53%	39,685	2,619,210
Zenith Radio	ZE	N	31%	31%	30%	37%	22%	19,020	587,147
							Total	337,960	\$17,903,035
							Grand total	727,786	\$25,036,348
Standard & Poor Industrial Average			81.75	84.51	85.87				

N-New York Exchange
A-American Stock Exchange
M-Midwest 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.
† Trading suspended July 16 by American Stock Exchange.

regular quarterly dividend of 4 cents per share, payable Aug. 20 to shareholders of record Aug. 10.

■ RCA Corp. directors approved agreement in principle to merge Cushman & Wakefield, a New York-based commercial real-estate firm into RCA. Both firms' directors have now approved the merger, valued as of trading in the middle of the week at about \$27.5 million. When first announced in June, price tag of the transaction was placed at \$25.6 million (BROADCASTING, July 6).

■ Scripps-Howard Newspapers last week announced agreement to buy Cowles Communications Inc.'s *San Juan* (Puerto Rico) *Star* for \$9,750,000. Early last month Capital Cities Broadcasting Corp. tentatively agreed to pay Cowles the same amount for the English-language daily, but the transaction

subsequently was called off (BROADCASTING, July 6). When completed, the agreement will add an 18th daily to the Scripps-Howard chain. Scripps-Howard Newspapers is owned by E. W. Scripps Co., majority owner of Scripps-Howard Broadcasting Co.

■ Warner Bros. Records Inc., Burbank, Calif.-based subsidiary of Kinney National Service Inc., and the stereo tapes division of Ampex Corp., Culver City, Calif. have completed an arrangement whereby Ampex will handle manufacturing and distribution of all Warner Bros. 8-track and cassette products. Mo Ostin, president of Warner Bros. Records, announced the agreement, but did not disclose financial arrangements.

■ A. C. Nielsen Co., Chicago, has declared a quarterly dividend of 12 cents per share of common stock payable

Aug. 1, to stockholders of record July 8.

■ Television Communications Corp., New York, owner of cable systems and of broadcast stations, expects to report a lowering of earnings for the fiscal year ended last July 31 to about five cents a share, compared with 23 cents a share in the previous year. The company said the anticipated decline was attributable mainly to a decision to discontinue the development of a low-light level camera intended for use by its TeleVigil subsidiary (surveillance equipment).

■ CCA Electronics Corp., diversified manufacturer of broadcast equipment, reported sales of broadcast equipment totalled \$1 million during June and July. Bernard Wise, president, said sales, which exclude income from firm's subsidiaries, were at record level for any two-month period in company's history.

Programming

CBS warbles ASCAP's tune

It offers to pay over \$300,000 a month while court settles per-use license dispute

CBS-TV, whose officials had insisted they would not agree to pay ASCAP \$360,000 a month—\$4.32 million a year—in interim fees for the use of ASCAP music, reversed its position last week.

The agreement, between CBS and the American Society of Composers, Authors and Publishers, was incorporated in an order signed Monday (Aug. 10) by Judge Sylvester J. Ryan of the U.S. District Court for the Southern District of New York.

The agreement and order gave CBS an out, however: It stipulated that either CBS or ASCAP could terminate the deal on 30 days' notice.

The \$360,000-a-month interim rate is the same that NBC-TV agreed to earlier (BROADCASTING, July 20). The interim rates cover the use of ASCAP music while new ASCAP license terms are being litigated or negotiated, a process that usually takes years.

The ASCAP interim rate was only one part of a big package of music-license litigation that includes a suit by CBS-TV demanding that ASCAP and its major competitor, Broadcast Music Inc., grant licenses under which CBS-TV would pay for music on a per-use rather than the traditional percentage-of-time-sales basis; demands by

NBC-TV that both ASCAP and BMI grant it limited licenses covering only specified compositions rather than all music in the two repertoires; a demand by BMI that CBS-TV be forced to pay it 70% as much as CBS-TV pays ASCAP on an interim basis; a counteroffer by CBS-TV to BMI, and an action by ASCAP seeking to put CBS and NBC virtually out of the TV business.

CBS-TV had insisted repeatedly that it would not accept an ASCAP interim rate as high as \$360,000 a month (BROADCASTING, July 13, et seq.).

CBS counsel had also said that if the court approved their counteroffer to BMI—to pay BMI interim rates on a per-use basis equaling the amount BMI pays its affiliates for CBS-TV's use of the same music—they would withdraw from the ASCAP interim-rate proceeding and attempt to work out a similar interim per-use deal with ASCAP (BROADCASTING, July 20).

In addition, CBS counsel had said that the "only" circumstance in which CBS would accept an interim blanket rate from ASCAP would be the court's denial of CBS's offer of interim per-use rates to BMI. This assertion led to speculation last week that in accepting the \$360,000-a-month interim rate, CBS-TV was anticipating denial of its

per-use counteroffer to BMI, which has strenuously opposed it.

That issue is not before Judge Ryan but before Judge Morris E. Lasker, also of the U.S. Southern District Court in New York, who has been assigned to try the CBS per-use suit against both ASCAP and BMI.

Judge Lasker has not ruled on BMI's 70% motion and CBS's per-use counteroffer, although he had expected to do so by the first of August (BROADCASTING, July 13).

Validity of the speculation that CBS authorities thought Judge Lasker might deny the per-use offer could not be confirmed. Sources said last Monday's session before Judge Ryan on ASCAP's interim-rate bid had been set weeks ago and that if Judge Lasker had ruled before that time on the per-use question CBS would have responded appropriately but that, considering all the circumstances, \$360,000 as an interim rate seemed "reasonable," particularly since ASCAP was demanding more.

Officials said they still considered \$360,000 a month too much to pay for ASCAP music except on an interim basis and with cancellation rights.

The 30-day cancellation provision, it was emphasized, could be invoked if Judge Lasker grants interim BMI rates

on a per-use basis, and CBS could then start negotiating for interim per-use rates with ASCAP. CBS counsel have acknowledged that this tack, if it failed, could result in massive infringement suits by ASCAP, but they said they were willing to take that risk if Judge Lasker established the per-use precedent in the BMI case.

While Judge Lasker has been assigned to try CBS's per-use suit, which was brought under the antitrust laws, Judge Ryan presides over cases involving ASCAP's consent decree, under which the ASCAP/CBS interim-free issue was raised.

The hearing before Judge Ryan last Monday was held in San Juan, P.R., where he is temporarily presiding.

ABC-TV is not involved in the controversy because, according to statements made by ASCAP counsel in earlier court proceedings, ASCAP and ABC are trying to negotiate a new contract based on the traditional blanket-license, percentage-of-time sales basis, whereas both CBS-TV and NBC-TV are seeking forms of license never granted before.

Noncommercial TV gives doves time

Senators against war will use 40 minutes opposing Nixon policy

National Educational Television officials last week announced that 14 antiwar senators had accepted a NET offer of 40 minutes of free time—starting at 9 p.m. (EDT) Monday, Aug. 24—to oppose President Nixon's Indochina policies and support the Amendment to End the War. The same senators have asked the FCC to force commercial networks to provide time for their views.

The NET program will be followed by a 20-minute analysis, and will be offered to some 200 stations, NET spokesmen said last week. The exact number of stations carrying the broadcast will not be known until air time. The offer to the senators, first made by NET's president, James Day, on July 23, was accepted by Senator Harold Hughes (D-Iowa) on behalf of his colleagues on Aug. 8, NET reported. The senators will be responsible for producing the program and will bear production costs.

The official NET announcement explained that, since NET had no nightly broadcast, officials felt it only fair that the antiwar spokesmen had their say. The senators earlier had been rebuffed by the commercial networks, which

claimed that all sides of the issue had been explored on their regular newscasts.

The antiwar senators also considered submitting the program—which has not yet been produced—to individual commercial stations for airing, but the tight time factor proved too large an obstacle. A senate aide said that negotiations with individual commercial stations could not have been completed before the Senate considered the Amendment to End the War.

The NET program is timed to fall just before Senate consideration of that amendment, which would cut off war spending after the close of the fiscal year. Senate action may come the week of Aug. 24 or be postponed until early September—after the Labor Day recess.

The final format of the NET program, which will be coordinated by Senator Alan Cranston (D-Calif.) and staff, has not been arranged. A Cranston aide said, however, that strong consideration was being given to a series of short segments—each featuring an ordinary citizen—which would present a doctor's or housewife's or businessman's views favoring the amendment. It is unlikely that any professional talent will be used.

Production costs are expected to be relatively low, probably not exceeding \$20,000. Free production support will be given by Advertising People against the War, the group of New York advertising people who also produced the antiwar senator's spot campaign, widely distributed to stations across the country. The NET program will be produced by Bob Colodzin, executive director of the advertising group.

The antiwar senators plan to cover any remaining production costs with funds remaining from the senators' successful half-hour fund-raising program on NBC-TV in May which reportedly brought in close to \$500,000 in donations.

The NET broadcast comes only a few weeks before NET is to be dissolved and consolidated with WNDT(TV) New York into the Educational Broadcasting Corp. with Mr. Day as president (BROADCASTING, July 6).

Daytime shuffle at ABC-TV

ABC-TV is changing its daytime schedule effective Monday, Sept. 28, in a move said to be aimed at strengthening the beginning portion of the schedule. Repeats of *Bewitched*, currently telecast at 11 a.m., will move to the noon-time slot, replacing *The Best of Everything*, which will have its final airing on Friday, Sept. 25. The 11-11:30 a.m. period will be returned to affiliates for local programming. *That Girl* will continue at 11:30 a.m.

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Fortune is fickle for broadcast bill

It sails through House on one-sided vote, then runs into difficulty over date

The political broadcasting bill (HR 18434) came out of the House last week smelling like a rose but fell into the thorns during the House-Senate conference that followed.

The House measure, which would place a ceiling on campaign spending for broadcast time and limits on the rate at which time could be sold to



Senator Pastore

candidates, passed the House intact last Tuesday 272 to 97 with strong bipartisan support—only to be endangered by a gaping partisan rift in the ensuing House-Senate conference committee. The split developed over the bill's effective date. The conference committee sessions were held to iron out differences between the House-passed bill and the Senate version, passed by that body April 14.

The conferees—five from each chamber—adopted the House bill provisions with one glaring exception. The Jan. 1, 1971, effective date in the House bill, which would have had no bearing on the upcoming round of general elections, was scuttled in favor of the Senate bill date—which goes in force 30 days after it becomes law.

The conference committee vote, which makes the bill limitations applicable to the upcoming November elections, divided exactly along party lines with Democrats from both houses voting for the date change and all Republicans dissenting. House conferees were Representatives Torbert Macdonald (D-Mass.), Harley Staggers (D-W.Va.), Lionel Van Deerlin (D-Calif.), James Broyhill (R-N.C.) and William Springer (R-Ill.) and for the Senate, Senators John Pastore (D-R.I.), Warren Magnuson (D-Wash.), Vance Hartke (D-Ind.), Hugh Scott (R-Pa.) and Howard Baker (R-Tenn.).

The new effective date for the enforcement of the bill, which would be applied to upcoming general elections but not to primaries, was modified to suspend the spending limitations for candidates who, by Aug. 12 had written contracts with licensees in excess of

the bill's 7-cents-per-vote or \$20,000 limitations. The spending limitations in that case would also be lifted for every candidate for that office in the race, and would allow each candidate to spend the same total amount.

The effective date, the hottest political item in the bill, has been a particularly sore spot with Democrats, according to House Commerce Committee sources, who felt that applying the bill to the 1970 round of elections would help equalize the spending advantages more prosperous Republicans might hold over less well-heeled Democratic opponents.

By contrast, a large measure of Republican support for the bill was based, Republican House and Senate members say, on the effective date remaining



Representative Macdonald

No time is lost on prime-time appeals

CBS and WCAX-TV both file court suit in New York while others consider same move

Broadcasters were moving quickly last week to initiate appeals from FCC's denial of petitions for reconsideration of its prime-time access rule.

CBS filed formal notice of appeal in the U.S. Second Circuit Court of Appeals in New York within hours—if not minutes—after the commission announced its denial on Aug. 7 (BROADCASTING, Aug. 10).

Even so, authorities said, WCAX-TV Burlington, Vt., had gotten there first with its own appeal notice.

NBC officials said last week they also

will appeal the decision. The rule would not only limit major-market TV stations to no more than three hours of network programming between 7 and 11 p.m., but would also bar networks from acquiring subsidiary rights or interests in independently produced programs and divest them of their domestic syndication operations (BROADCASTING, May 11, et seq.)

Some major production companies, such as MCA-TV and Warner Bros. Television, which had also opposed the three-hour rule, were reported consider-

ing joining in the appeals. So was Time-Life Broadcast, one of many station groups that opposed the rule. No announcement has been made by any of the network-affiliate groups as to whether they will appeal the commission action.

One original critic that was not unhappy with the outcome, however, was Hughes Television Network. HTN had opposed the original version on grounds that Hughes would have been subject to—and its potential for growth limited by—the same programming restrictions

Jan. 1, 1971. Senator Hugh Scott blasted the action as a "frantic effort by the Democrats to save some of their candidates."

"They're trying to pull a fast one," the senator told newsmen after emerging from the final conference committee session. "They're changing rules in the middle of the game." He vowed to oppose the measure on the Senate floor.

The conference report, which incorporates the date change, must pass back through both House and Senate and, undoubtedly, will encounter much rougher going with Republicans in both houses handing together to do battle with the compromise measure. The House, which was to begin its Labor Day recess Thursday, tentatively scheduled consideration of the conference report for Friday. Defeat of the conference report would, in effect, kill the bill.

The measure, if it survives, would repeal the equal-opportunities provision of the Communications Act with respect to candidates for the office of President and Vice President; require that broadcast charges for any legally qualified candidate for public office not exceed the lowest unit charge of the station to commercial advertisers for the same amount of time in the same time period; restrict spending limitations for general elections for the office of President and Vice President, and for both the general and primary election for senators, representatives, governors and lieutenant governors. The limitation for the general election would be \$20,000 or 7 cents per vote cast in the last election, whichever is greater. The limit for primaries would be exactly half that amount.

imposed upon the major networks. But Hughes officials said last week that the definitions had been changed "to let us out" and that they were pleased with the result.

Network is defined in the new rules as applying to an entity offering interconnected program service on a regular basis for at least 15 hours weekly to 25 or more affiliated television licensees in 10 or more states and/or any entity controlling, controlled by or under common control with such an entity.

CBS and WCAX-TV presumably moved so quickly in getting their appeal notices on record not merely to let it be known they intended to appeal but also to establish the appeals court in New York as the one in which the appeals will be heard. Legal sources said that traditionally when a court has been established for a given proceeding, it becomes the court for all matters related

to that proceeding.

NBC is expected to appeal all three phases of the rule—limitation on prime-time access, prohibition against networks acquiring interests in independently produced programs and eviction of networks from domestic syndication—just as it did, in considerable detail, in its petition for reconsideration (BROADCASTING, June 15).

CBS also filed detailed arguments against all phases of the rule at the same time NBC did, but it was not clear last week whether—or with what degree of intensity—CBS would argue against the network-syndication ban in its appeal.

Since filing its petition for reconsideration, CBS has announced plans to spin off its syndication operations, along with its domestic cable-TV systems, to a publicly held company whose stock will be held, at the outset, by CBS stockholders (BROADCASTING, July 6, et seq.).

One argument that is expected to be pressed by appellants is that the prime-time access limitation in the rule was adopted without ever having been designated as an issue on which evidence was submitted.

The three-hour limit stemmed from a Westinghouse Broadcasting Co. proposal that the commission adopted virtually intact.

The three-hour limitation in particular has been widely opposed by stations and production companies on grounds that substitute programming of network quality would cost beyond the means of most stations and that instead of opening up new opportunities for producers/syndicators, the rule in practice would restrict them by curtailing their access to network schedules.

ABC alone among the networks took the position that it could live with the new rule—an acquiescence in which it was roundly opposed by the ABC-TV Affiliates Association.

The commission, in denying petitions for reconsideration, said it had not been persuaded to change its view that the new rule will provide substantial benefit to the public by opening up prime evening hours to nonnetwork program sources.

It said that broadcasting should be composed of competitive commercial ventures based on private enterprise and that development and growth should depend on individual initiative and responsibility.

"The result of our prime-time access rule," the commission added, "will be to make available for competition among existing and potential program producers, both at the local and national levels, an arena of more adequate competition for the custom and favor of broadcasters and advertisers."

The pay-TV battle: Will it never end?

Film industry wants FCC rules relaxed; AMST says they should include cable

The FCC's "antisiphoning" rules for pay and cable television are continuing to stir up controversy. The Association of Maximum Service Telecasters has asked the commission to strengthen the provisions; the Motion Picture Association of America has alleged that the reasoning behind the rules is fallacious.

The antisiphoning rules prohibit pay-TV or CATV origination of certain sports events and feature films and all series-type programs.

In a petition for reconsideration of the rules, AMST pointed out the provisions for CATV applied only when origination involves per-program or per-channel charges in addition to subscriber fees. The rules should apply to all CATV originations, AMST said. "In short, CATV originations are pay television," it said, "... and it is absolutely irrelevant that CATV may or may not ... separately state the charges for originations."

The present rules specify sports events may not be shown live on pay or cable TV if they have been telecast live on a regular basis on free TV during the two years preceding their proposed subscription telecast. A proposed amendment would increase the embargo to five years. However, AMST said the rules should prohibit CATV's from live or recorded carriage of sports within a week of their occurrence if they were broadcast on a regular basis by free TV during any of the preceding three years or if events of the same sport not involving the same colleges or high schools are presently being carried on free TV.

AMST also suggested prohibiting origination of motion pictures which had been released to theaters for more than a one-year period. The present embargo is two years. It added there is "no reason to permit CATV originations to consist of up to 90 per cent feature films and sports."

The MPAA and nine of its 72 members (including Metro-Goldwyn-Mayer, Twentieth Century-Fox, Warner Brothers and United Artists) alleged the commission has adopted its "restrictive" pay-cable program rules on the assumption that a free and open market, from which stations and pay-cable systems may obtain programming, is against the public interest and constitutes a threat to television.

The joint petition for reconsideration said the real threat is that the public will be deprived of a "viable pay-cable

industry" because it could not exist on the "meager fare" available to it under the present rules.

The petitioners said the rules "will abort in its infancy pay-cable which, together with the television industry, could bring to the public a diversity of quality programing not presently available to it." They pointed out that the film industry is now compelled to cut production budgets, reducing the quantity and quality of films. Pay-cable, they said, could provide a new outlet for family-oriented motion pictures which under present circumstances cannot be produced profitably for theaters and television alone.

'Time' story on firing elicits wrath of WJXT

Post-Newsweek's WJXT(TV) Jacksonville, Fla. last week asked *Time* magazine for "prompt and complete retraction" of a story in *Time's* Aug. 17 issue concerning the station's dismissal of an investigative reporter.

According to the article, the station hired Charley Thompson—a former Memphis newspaper reporter—and assigned him to its "pollution beat," advising him that "we have no sacred cows here." Mr. Thompson produced a series of documentaries identifying several local industry leaders and government officials as pollution villains.

The *Time* story says Mr. Thompson was "fired for doing his job too well" after antagonistic reaction set in. Among other things, James T. Lynagh, vice president and general manager of WJXT, was reportedly dropped from the Rotary Club and the station's "ad director sarcastically offered [Mr. Thompson] a list of WJXT's customers 'so I could hit them systematically instead of one by one.'"

In a letter to *Time's* managing editor—which included a "point-by-point refutation of the charges and insinuations" contained in the article—Mr. Lynagh defended the station's record of "courageously and forthrightly dealing with the most basic and most sensitive problems in its community" and its "commitment to first-rate journalism."

Mr. Lynagh charged that at no time had the *Time* reporter consulted with WJXT on the circumstances surrounding Mr. Thompson's dismissal. "Crusading zeal is an important attribute for a news medium, and for a young reporter. Equally important . . . are judgment, perspective, and balance. WJXT requires all of these from its investigative reporters," Mr. Thompson noted.

"It's obvious to us that *Time* visited the marketplace of sloppy reporting and bought a bunch of sour grapes," he added.

Senators seek more coverage of POW's

But all three networks say the subject has been fully aired

Two U.S. senators have called for network production of specials highlighting the plight of American prisoners of war in Southeast Asia—as seen through the eyes of former prisoners, and friends and families of POW's still held captive.

Senators Edward W. Brooke (R-Mass.) and Robert C. Byrd (D-W.Va.) said last week that if the three major networks would bring attention to the POW problem over nationwide TV "we believe the expressions of outrage on the part of Americans, and indeed, the people of the world, would be sufficient to persuade Hanoi to adopt more humane measures."

In response to the senators' request, ABC chided Senator Brooke for issuing his plea for more extensive coverage of the POW story while knowing about the planned Sept. 14 half-hour ABC-TV

Changing Formats

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

■ WIXX-AM-FM Oakland Park, Fla.—Broward County Broadcasting Inc., effective Aug. 3, switched formats from country and western to middle-of-the-road music. The licensee told the FCC the change "was occasioned by the overabundance of country and western music coming into [its] area."

■ WEAS-FM Savannah, Ga.—WEAS Inc., effective July 1, changed from an easy-listening, background-music format to a contemporary format. Joe Butler, program director, said the new format consists of "a combination of progressive, 'survey' and 'golden' music with a middle-of-the-road delivery." The stereo operation is fully automated. The switch, Mr. Butler added, was made "due to an increased demand for progressive, contemporary music, intelligently presented."

■ KWFC(FM) Springfield, Mo.—Baptist Bible College, effective July 6, expanded its gospel music programing to from 6 to 9 a.m. and from 1 to 6 p.m., Monday through Friday. Previously the religious format station programed gospel music from 4 to 6 p.m. and religious middle-of-the-road music from 6 to 9 a.m., William F. Askew, general manager, noted.

special *POW: Next of Kin*.

An NBC spokesman said that prisoners of war are "a subject that has always been covered in our news programs." He added that the network is always looking for "different ways" to present the story and is trying to develop specials on the POW topic.

CBS News President Richard S. Salant answered the senators by wire, acknowledging that CBS News "agrees that this [POW story] is one of the most newsworthy of the continuing stories of the war." He recalled that CBS News has "been covering it intensively since 1965 on our TV news broadcasts" and cited several examples, referring to more than 200 reports on morning and evening newscasts. He referred to the June 23 Cronkite *Evening News* when one-third of the broadcast was devoted to the subject and assured the senators of plans to continue coverage.

WETA-TV accedes to Seale interview

Noncommercial WETA-TV Washington last week agreed to clear an edited version of a controversial film interview with Black Panther leader Bobby Seale when it is fed nationally to ETV stations today (Aug. 17) by Public Broadcasting Service.

However, PBS said it had reports that some ETV's still had reservations about the program and would not clear it.

WETA-TV, over the objections of some staff members, had reportedly decided not to carry the interview, which was filmed last April by KQED(TV) San Francisco (BROADCASTING, Aug. 10). After an initial closed-circuit screening of the film, WETA-TV attorneys expressed concern that airing the interview might cause problems relating to profanity, libel, the FCC's fairness doctrine and the prejudging of a trial (Mr. Seale is on trial in New Haven, Conn., charged with ordering the killing of a fellow Black Panther).

WETA-TV and several other ETV stations prevailed on NET to edit the program.

The new version omits two segments, one dealing with Mr. Seale's sex life in jail and another in which he identifies by badge number a prison guard he says beat and kicked him. After viewing the edited version Thursday (Aug. 13), WETA-TV and some of the other stations which had objected to the program agreed to clear it.

An NET spokesman said the cuts—totaling 20 seconds—would have no effect on the over-all editorial point of view of the interview, entitled *Staggerlee: A Conversation with Bobby Seale*.

A real-life detective series

KTAR-TV documentaries lead to four indictments for drug-related murder

For KTAR-TV Phoenix, Ariz., the documentary, *Was Warren Hudson Murdered?*, not only answered the question posed by its title, but also named the specific individuals who were later indicted for the murder.

Logan McKechnie, investigative reporter for KTAR-TV, began his research on the program three days after joining the station in February. The probe into the death of Warren Hudson was triggered by a letter from Ed Rose, imprisoned in Arizona for transportation of marijuana, to his mother; Mr. Rose wondered why he was in jail when the killers of Mr. Hudson, who had disappeared Oct. 13, 1968, were still free.

"Our investigation turned up evidence that Hudson was connected with a drug-smuggling ring operating in Arizona and California," Mr. McKechnie says.

"Hudson's disappearance and apparent murder came as a result of that association."

The documentary was aired in 29 segments, each three to five minutes long. Two different reports were televised daily during a three-week period in March and April. According to Mr. McKechnie, the first report began by saying, in effect: "In case you're interested, officers of the law, here are the four men who killed Warren Hudson."

Additional reports documented dates, times and places of meetings held by the four individuals named in the program.

The end result was that California authorities issued warrants for the arrest of the four men for the murder of Mr. Hudson. After getting the approval of KTAR-TV executives, Mr. McKechnie and cameraman Bill Sherman spent one month putting the reports together. The evidence gathered was then gone over for an additional five months by special investigators from California, eventually resulting in the indictments.

"We anticipate being challenged in the courts on the same constitutional basis as the Sam Sheppard case," Mr. McKechnie says. "California officials, however, believe they have enough evidence to bring the men to trial."

One of the sidelights to his investigation was the revocation of the press credentials issued Mr. McKechnie by the Maricopa county sheriff. KTAR-TV is located in Maricopa county. According

to the 28-year-old television reporter, the revocation was because he had uncovered a connection between the accused murderers and a detective in that department's narcotics division. After the documentary had been aired, the Arizona Department of Public Safety issued him state-wide credentials along with a letter of commendation for discovering the commission of a crime.

Networks answer Hill on broadcast access

Congress has sounded out the networks on opening up congressional floor action to broadcast coverage. The networks replied that they have always favored such a proposal.

CBS officials recalled CBS President Frank Stanton's proposal of such a policy in his Dec. 15, 1969, speech to The Advertising Council. In it, he also recommended TV coverage of Supreme Court hearings. CBS said the network's stance on the matter is still the same and that officials are looking at the situation to possibly come up with concrete proposals for implementation.

Spokesman for ABC News President Elmer Lower said the network had no specific proposal except to "let the people see their own representatives. It's the democratic thing to do. And the quicker the better."

NBC News President Reuven Frank, commenting on the matter, noted that NBC always had supported the proposal and that NBC News crews have always been stationed the closest they are permitted—outside the doors of Congress when key votes are being taken.

Affiliates to receive political-program preview

CBS-TV is agreeable to providing "loyal opposition" political programs for pre-screening by its affiliates, but will do so only if the shows are made available to the network in time for previewing.

The network is also said to be firm in its position of not requiring the taping or filming of a "loyal opposition" program some 24 hours in advance as suggested by some of its affiliates.

A stand taken by some affiliates, as voiced by Kenneth Bagwell, vice president and general manager, WJW-TV Cleveland and chairman of the CBS affiliates Advisory Board, had suggested the "opposition" shows be fed more than 24 hours before scheduled telecast because of the "unrestricted" nature of content (BROADCASTING, Aug. 10).

The network's position as conveyed to affiliates also was reported to have

pointed up the conventional practice of the network in dealing with similar political shows, for which CBS has not required advance preparation. Some authorities noted that the affiliates' viewpoint, if followed to the letter, would have prohibited live broadcasts of "loyal opposition."

\$2.05-million suit is over unaired TV film

Metromedia Inc., Shep Morgan, producer, and Gene Rayburn, host of WNEW-TV New York's *Helluva Town*, are being sued for \$2.05 million by Trans World Attractions Corp., New York, over a segment allegedly filmed for the March 29 *Town* program but never shown. The segment involved the casting for "The Female Hostage," an art feature produced by Trans World.

The suit charged breach of contract, fraud and misrepresentation. Among other charges, it said WNEW-TV had "failed to fulfill promotional lures" aired prior to the show.

WNEW-TV officials in March, explaining why the segment was canceled, said further editing was needed and indicated that it possibly would be shown at a later date. A station spokesman last week, however, said a decision had been made not to use it and called the suit a "publicity" exercise.



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Program notes:

Comedy special on ecology ■ Paramount Television is developing a one-hour comedy special *Breathe Deeply*, which deals with serious problems of ecology. It is being prepared in association with ABC-TV for the 1971-72 season.

More TV for Barry ■ Jack Barry, creator of several television game shows, is returning to television. Jack Barry Productions Inc. has entered into an agreement with Four Star International Inc., Los Angeles, to create, produce and occasionally star in television and motion picture properties. Mr. Barry will be back at the Four Star offices in Beverly Hills.

Al Freeman Jr. signed ■ Warner Bros. Television has signed Al Freeman Jr., star of the Emmy Award-winning *My Sweet Charlie*, for top role in a program series project under development. As part of his arrangement, Mr. Freeman will be available for Warner Bros. theatrical films and for features produced especially for TV.

Scary laughs ■ A half-hour variety series patterned after *Laugh-In* but using monsters as its premise, is being developed by Youngstreet Productions, Los Angeles, for CBS-TV. *Boo* will star Vincent Price and is slated for filming this fall. Youngstreet is also preparing *The Chuck McCann Show* for CBS-TV. In addition, two variety spinoffs of their *Hee Haw* show are being prepared for offering to the networks. One, *Archie Campbell Presents* is a half-hour show similar to the old *Talent Scouts* program while *Nashville Palace* with Gordie Tapp as host, will be a 90-minute talk variety show.

Extraordinary athlete ■ Charlie Boswell, a blind golfer, will be featured in a one-hour special, *A Couple of Days in*

the Life of Charlie Boswell, produced by TeleVideo Productions. Others in the special will be golfers Arnold Palmer, Jack Nicklaus and Tony Jacklin and comedian Bob Hope. TeleVideo also is working on *The Ethiopians*, a one-hour study of two Olympic marathon champs who are bodyguards for Ethiopia Emperor Haile Selassie.

Teens on the run ■ The teenage runaway and what makes him run will be the subject of a one-hour Westinghouse Broadcasting Co. special, *The Runaway*. Documentary, produced by Joel Holt, will be seen during the week of Sept. 14 on the five WBC television stations.

Buenos noches, David ■ KOGO-TV San Diego is reaching the residents of Baja California, Mexico, with the NBC nightly news. The station is simulcasting the program in Spanish over KOGO-FM, permitting viewers to listen either in Spanish or English.

Emphasis on blacks ■ WLS(AM) Chicago has started a new community affairs program, *Black is . . .* The show will take a weekly look at various elements of Chicago-area minority groups. Host Lou House said the show will attempt to "communicate to blacks, Indians and Spanish Americans." Mr. House is moderator and producer of NET's *Black Journal* and Dean of Health Service Institute of Malcolm X College there.

Wylie names game ■ Philip Wylie, American novelist and essayist, author of *Generation of Vipers* and *The Disappearance* has agreed to write his first television script. Planned for *The Name of the Game*, the story will deal with ecology and be seen during the upcoming season. A novella, based on the script, will be published after the program has been televised.

Contract renewed ■ Tele-Tape Produc-

tions, New York, has renewed its contract with Group W Productions for three years. Firm will provide the technical, studio and video-tape equipment and operating crews for the production of *The David Frost Show*.

Silliphant signed ■ Writer-producer Stirling Silliphant has been signed by Paramount Television to develop a 90-minute feature as an ABC-TV *Movie of the Week* for next fall and as the pilot for a prospective ABC-TV series for 1971-72. The program is based on the adventures of a blind detective named Duncan MacLain, the central character in a 12-volume mystery series written by Baynard Kendrick.

Answer man ■ ABC Radio's American Contemporary Network has begun a new one-minute question-and-answer feature. *Call the Doctor*, moderated by Dr. Donald J. Pion, director of the division of family planning and sex education at the University of Washington's school of medicine, answers questions called in anonymously by young people.

Four Star's first ■ A comedy-drama will be the first *Movie of the Week* to be produced by Four Star International, Culver City, Calif., for ABC-TV. The story concerns a contemporary family of four crossing the continent. It will air during the 1970-71 season.

Special Paramount magic ■ A one-hour video-tape special mixing magic and comedy is being produced by Paramount Television for airing during the upcoming season. The show will serve as the pilot of a projected series for Saturday mornings during 1971-72.

There's a sales in my soup ■ Comedian Soupy Sales will star in a comedy-variety-music special, *The Soupy Sales Show*, Friday, Aug. 28 (7:30-8:30 p.m. EDT) on CBS-TV. The program is produced by Sullivan Productions Inc.

A musical game show replaces Linkletter

NBC-TV is offering advertisers one-minute participations in a new game show, *Words and Music*, which on Sept. 28 will replace *Life With Linkletter* in the Monday-Friday, 1:30-2 p.m. (EDT) period.

The scheduling of *Words and Music* will expand NBC's daytime game-show block. NBC-TV has structured its weekday schedule to program game shows from 10 a.m. to 1 p.m. and serial dramas from 2 to 4 p.m.

While there is no network feed in the 1-1:30 p.m. period, the five NBC-owned television stations fill that half-hour with the syndicated *It's Your Bet*.

also a game show. The owned stations now will be programing game shows from 10 a.m. until soap operas take over at 2 o'clock.

The new show will combine musical entertainment with contestants vying for cash and prizes. Wink Martindale, singer and songwriter and host of the syndicated *Can You Top This?* TV series, will star in *Words and Music*, which will originate in Hollywood. David Winters and Burt Rosen are executive producers.

Armand Grant is producer and Jack Quigley is musical director. The *Life With Linkletter* show starred Art Linkletter and his son Jack in a general-interest format of interviews and conversation.

ABA in St. Louis gives Silver Gavel awards

Honorary Silver Gavel awards, five to television and one to radio, were presented last week by the American Bar Association at its annual meeting in St. Louis. The ABA also gave certificates of merit—two to TV, six to radio.

The purpose of the ABA award program is to cite programs "contributing to public understanding of the American system of law and justice." Similar awards also went to the other media.

The gavel awards to TV:

NBC News—for two documentaries, *Voices on the Inside* and *Between Two Rivers*, examining respectively prison conditions and the plight of the Amer-

ican Indian.

Universal City Studios Inc.—for the feature film, "The D.A. Murder One," produced for NBC-TV, explaining the role of the office of district attorney in prosecuting a murder case.

ABC-TV—for the feature film "The Young Lawyers," dramatizing the work of neighborhood legal-aid lawyers and law students on behalf of the poor. ABA noted ABC-TV received a Gold Gavel, having won the award three times. Silver Gavels went to ABC-TV in 1959 and 1968.

National Educational Television—"for the outstanding documentary, *The Warren Years*," tracing highlights in the 16-year career of the former chief justice.

Noncommercial WNED-TV Buffalo, N.Y.—for educational program, *Are Campus Disorders Out of Hand?*, featuring a mock trial with the viewers as jury.

Silver Gavel in radio:

KFWB(AM) Los Angeles—for educational series of editorials, "Ignorance and The Law," urging the teaching of fundamental statute law to children.

The ABA certificates of merit went to CBS News, KING-TV Seattle and the following AM stations: WMAL Washington; WIND Chicago; WBAL Baltimore; WEAM Arlington, Va.; WFUN South Miami, Fla., and WSBA York, Pa.

NBC-owned stations tackle drug problem

The five NBC-owned television stations are banding together to present a 22-day, 20-program "Drug Alert," in which the drug crisis around the nation will be explored. The series starts Saturday (Aug. 22) on WNBC-TV New York, with a program called "Three Steps From Nowhere."

Each of the four other NBC-owned TV stations—WRC-TV Washington, WKYC-TV Cleveland, WMAQ-TV Chicago and KNOC-TV Los Angeles—will examine the problem in its metropolitan area. The programs then will be exchanged. The series will be climaxed Aug. 24 with NBC-TV presenting, *Trip to Nowhere—An NBC White Paper on Youth and Drugs*.

With the drug crisis most pronounced in New York, the focal point of the series will be WNBC-TV.

The series follows a CBS project in which, since July 20, WCBS-TV New York has been broadcasting three-minute segments, titled, "Drugs. A to Z," on the 11 p.m. news. Thirty broadcasts are scheduled, to reach a climax on Aug. 29, with a one-hour program prepared by CBS-owned KNXT(TV) Los Angeles and a wrap-up by Earl Ubell, science editor, WCBS-TV News.

Bill allowing access languishes in House

House consideration of its reorganization bill (HR 17546)—the object of only sporadic attention thus far—will not resume until after the Labor Day recess.

The bill, which contains a provision for broadcasting of House committee meetings under a strict set of rules (BROADCASTING, July 29), has been sidetracked periodically since going to the House floor in mid-July, in favor of other legislation. Debate of the measure will probably resume during the week of Sept. 15.

Representative B. F. Sisk (D-Calif.), floor manager of the bill, has said that he will abandon the effort unless he receives assurances that the House leadership will set aside time to consider the bill without interruption.

NBA seeks pot of gold in TV-film business

A three-year contract to create, film and market weekly television series and specials devoted to action in the National Basketball Association has been agreed to by the NBA and GRS Film International Inc., New York.

The film venture of the league will be called NBA films. Its product will be designed for local and regional telecasting and first-run syndication.

Preproduction has already begun on a half-hour weekly series, *This Week in the NBA*, highlighting game action of all the league's teams. Several one-hour specials have also been started. Work is being completed on a highlight film of last season's Los Angeles Lakers-New York Knickerbockers championship series.

Principals in GRS Films, which has produced the Lakers' highlights for the past two years, are Herb Golden, Jerry Ross and Jack Samuels. Mr. Golden will be executive producer of all NBA

film productions.

NBA Commissioner Walter Kennedy said the decision to establish a film subsidiary was motivated by a "desire to capitalize on the mushrooming interest that has catapulted our sport into one of TV's hottest properties."

Although a premiere date or network affiliation was not announced, ABC, which recently signed a long-term contract with the NBA is expected to have first chance at the programs. The series will be seen during the 1970-71 basketball season.

New forecasts from Telcom

Telcom Associates, New York, program marketing and buying organization, has issued an updated version of its annual prime-time network forecast because of the recent CBS reshuffling of its schedule (BROADCASTING, July 27). But the CBS moves, Telcom said, do not appreciably change its original estimates for the first season of 1970-71 made last April. Telcom concluded that NBC still will emerge as the winner for the first season with a 19.9 (a decrease of one-tenth of a point from Telcom's originally predicted 20.0), with both CBS (18.8) and ABC (17.2) remaining at the same levels (BROADCASTING, April 13).

Conversations with the past

Metromedia Producers Corp., Los Angeles, is developing a new series built around "interviews" with historical figures.

Guest artists will appear in the roles of famous men and women from the past, who are quizzed about their lives. The half-hour programs, titled simply *The Interview*, will be produced by Michael Campus, former director of special programs for CBS-TV.

Negotiations are under way for sale of the series to one of the networks, according to Michael Fries, executive vice president in charge of production.

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A move to restrict electronic imports

Hartke introduces bill that would fix quotas based upon 1966 inflow

A bill that would impose stiff import quotas on foreign electronic equipment entering the U.S. has been introduced by Senator Vance Hartke (D-Ind.), to curb what he calls "a consistent pattern of increasing unemployment and decreasing employment opportunity in the American electronics industry."

The legislation (S.4198) would restrict the yearly inflow of a wide range of foreign consumer electronics products including TV sets, radios, tape recorders and antennas to the number of each item imported in 1966. It would also limit the import of electronic components—TV picture tubes, electron tubes and magnetic tape included—to the average quantity of each item imported during the 1964-66 period.

The bill, Senator Hartke said, would allow foreign competition, but would not allow foreign manufacturers—who enjoy low labor costs and use American technology—to destroy the American electronics industry.

During introduction of the measure in the Senate Aug. 6, the senator expressed alarm at the growing unemployment rate in the U.S. electronics industry.

"Factory worker employment in the radio and TV receiving equipment industry declined 17% during the October 1967 to October 1969 period, a loss of 24,500 jobs, coupled with the

layoff of 20,000 in the electronic-components industries during the same period—a total loss of 44,500 jobs," he said.

He added that the growing unemployment rate was coupled with an increasing influx of foreign equipment, which saw TV imports reach \$300 million in 1969. This, he said, was a 140% increase over TV set imports in 1967.

Radio import estimates in 1969 were quoted at \$415 million. "An estimated 85 to 90% of all radios sold in the U.S. now are of foreign manufacture," Senator Hartke added.

The legislation provides that if domestic consumption of any item (such as TV receivers) should increase or decrease more than 5% from the 1966 level, the quantity imported could be raised or lowered according to consumption changes.

RCA hopes strike is near an end

RCA officials were optimistic last week that the company's 14 plants would be back in full operation this week, following a 10-week strike by 12,000 workers. Voting by members of the International Union of Electrical, Radio and Machine Workers on a new contract with RCA was to begin last Friday (Aug. 14).

The strike that began on June 2 had been blamed by Robert W. Sarnoff, RCA chairman and president, for the sharp dip in sales and earnings for the first half of 1970 (BROADCASTING, July 20). The strike also affected production of black-and-white TV sets and broadcasting equipment, but company officials would not estimate the loss.

recorders to tape program segments for later replay. A mobile van is also equipped with cameras and video recording equipment for on-the-spot documentation of accident or crime scenes. Transmitter and control studios are located in the police academy adjacent to department headquarters in downtown St. Louis.

One application will be the elimination of the daily show-up of recently-arrested suspects, who cannot be held more than 20 hours. Upon arrest, a videotape will be made of each suspect; it can be viewed at any time at any or all of the nine receiving stations.

The system was funded by 72 St. Louis businesses and industries.

Color consistency is aim of new test

Stations and networks to use EIA technique in search of standards

Improved, more uniform color-TV reception is the goal of testing being undertaken by the Electronics Industries Association with the cooperation of the major networks.

The tests involve the inclusion of a new "vertical interval color reference" signal in the transmission of selected network programs. Transmitter engineers at individual stations will use the calibration signal to adjust their equipment so that the color picture each station broadcasts corresponds as closely as possible to that fed from the originating studio.

The tests will begin Sept. 1 and are expected to last three months.

An EIA spokesman said no sudden improvement in color reception was anticipated since it would take some time for station engineers to learn to make the best use of the special signal.

The signal was developed over the past 18 months by EIA's broadcast television systems committee, composed of representatives of broadcasters, receiving and transmitting equipment makers, telephone companies and consulting firms. The testing is being conducted with FCC approval.

EIA's engineering department said the two most annoying shortcomings in home color reception are variations in hue (tint) and in saturation (color) during program transmission. Factors contributing to hue variation include lighting fluctuations at the picture source, incorrect chrominance level, incorrect phase relation between the color burst and the picture information, and differences in the position and duration of the color burst.

Walker becomes consultant

A. Prose Walker, former director of broadcast communications division, Collins Radio Co. and one-time director of engineering for the National Association of Broadcasters, has established the telecommunication consulting firm of A. Prose Walker & Associates, Pendercrest Court, Fairfax, Va. 22030, and 1604 K St. N.W., Washington 20006.

St. Louis police get microwave TV system

The St. Louis police department has turned on and tuned in a new microwave television-broadcasting system, becoming the country's first law enforcement agency licensed by the FCC to use the 2,500 mc educational band.

Station WBF80 (ch. H-1), owned and operated by the department, is being used to disseminate police training information and internal intelligence to police headquarters and St. Louis's eight district police stations.

Built by Ampex under a \$200,000 contract, the system uses centralized broadcast and closed-circuit video-tape

Keeping them informed down on the farm

Broadcasters tailor their specialized product to reach an ever-changing, sophisticated audience

The times, they are a-changin'—and so is farm broadcasting, which has played a vital role in helping to improve the methods and life-style of the American farmer since the early 1920's. But the coming decade of increasing agricultural and urban complexity may well call for radical changes in farm broadcasting, according to a survey of active and associate members of the National Association of Farm Broadcasters representing those who devote nearly full time to this profession.

By 1980, the survey by BROADCASTING indicates, the farm broadcaster will still be talking to the agribusiness manager in the sophisticated terms of the scientific technologies of plant and animal husbandry—and telling him of the sponsor's products filling his needs. But he will be talking much more extensively to the consumer too about his personal interests, such as nutrition and local food supplies, and his broader interests, such as agriculture's challenge to feed a world's exploding population.

The survey also finds calls from farm, educational and government leaders for farm radio and television to more fully and more effectively report the story of modern agriculture and its problems to

the public at large.

Ecology, conservation, pollution and related issues could prove to be the farm broadcaster's greatest opportunities in helping his station serve the general community, many point out. It is a challenge for which he is well qualified, they note, and how effectively he seizes upon it might determine whether politicians enact proposed new laws—such as those concerning the use of agricultural chemicals—on the basis of known facts or mere popular emotion.

BROADCASTING's survey of NAFB members finds that while some feel the ranks of the professional farm broadcaster may be thinning out a bit, his influence is as great or even greater than ever. NAFB claims its active farm director membership hit its high about 1960 and then began to fall off slightly, but has held steady at about 225 for the past five or six years. Associate memberships, meanwhile, continue to climb.

Some stations with strong farm departments report business from agricultural accounts has never been better (see page 57). Total time devoted to farm-service material each week also is higher, both in radio and TV, they say.

Others, however, are concerned with

the loss over the past decade of many farm programs or farm departments, especially among the ranks of the big-city-based clear-channel and other high-power outlets as well as some major regional stations. As veteran farm directors retire, they note, they often have not been replaced.

NAFB's 1970 directory, used by many advertisers and agencies as a guide in buying farm radio-TV, still shows 13 class 1-A clear-channel stations among its list of 120 U.S. farm-radio stations. The list also includes almost a dozen class 1-B clears and eight class II outlets with 50 kw power on certain other clear channels including those internationally shared.

The NAFB directory also lists 80 farm-television stations, most of them affiliates of radio members.

NAFB's president, Jack Crowner, WAVE-AM-TV Louisville, Ky., says that while there may have been some cutting back in major markets, "I've been impressed with the directions many smaller stations are taking and am encouraged at the renewal of interest in farm broadcasting at the local level."

He stresses, however, that certain large stations in key agricultural areas



Field-research reports are important to the commodity network concept of the Tobacco Radio Network in the Southeast. Reporter Verne Strickland (above left) talks with a chemical company representative.



Farm broadcasters aren't always involved with hog-market prices. Livestock shows, too, come in for coverage. Wey Simpson, KHQ-AM-FM-TV Spokane, Wash., conducted two half-hour telecasts of the 4-H affair.

Regional networks keep pace with the farmer

Specialized agricultural information and advertising networks have been around the radio scene for many years, but their popularity is picking up. One reason is that network packagers are becoming more aggressive and making it easier for agencies and advertisers to buy farm broadcasting with a single buy on collections of smaller stations.

Another reason, some packagers candidly claim, is because too many big-city "power-house" stations have "abdicated" their traditional wide-area farm service for the urban ratings race.

The newest entry, announced last week by Walton Broadcasting Sales, Chicago, is the Kansas Farm Network made up of 15 stations in that state. It is a sales package for existing farm programming. President Robert J. Walton is very bullish on the future of such networks.

For 15 years an agricultural advertising specialist with a large station representative whose list included major-market stations, Mr. Walton recalls he came to "see the handwriting on the wall" and ventured on his own. "However, at first I still went after the big markets with the RFD's," he recalls, but when he found that management wasn't interested, it forced him into his present network approach.

Organizing an Illinois Radio Network initially with 21 stations (now 26), Mr. Walton turned \$200,000 of new farm-sponsor business the first year. Similar networks in Indiana, Iowa, Nebraska and Missouri have followed and Walton has added representation of older existing networks in Wisconsin, Minnesota and Oklahoma.

"You would have thought I had invented the wheel," Mr. Walton said last

also actually have increased their farm-department staffs in the past year or so, contrary to what some may feel the trend has been. Mr. Crowner notes that WMT-AM-TV Cedar Rapids, Iowa, under common ownership with the WAVE outlets, is a good example of where agricultural business has so increased that the farm department has been enlarged to include three men plus an intern.

What concerns him the most, Mr. Crowner admits, is a situation like Chicago where at least five 50 kw radio stations still reach far out into the rural areas but only one has a full-time farm department, WGN(AM) there and its sister outlet, WGN-TV.

The WGN stations' farm veteran, Orion Samuelson, explains what he feels may be a key: "To really be effective in farm broadcasting you must have

week, "as agencies just realized that the smaller stations were doing a more in-depth job, but were much harder to buy. You can't buy poor farm time on Olney, Taylorville, Hannibal, Ottumwa, etc. It's all farm time. The audience is geared to an agricultural economy."

Similar success is being experienced by another new network entry by a regional veteran, Harry Severance, Wilson, N.C.

"We have operated the Carolina Radio Network, specializing in agricultural advertising, in the two Carolinas and Virginia for over a dozen years," he says. "And beginning this year we expanded nationally under the name, Farm Directors Radio Network."

So far "we have placed business for some 35 clients on about 250 stations," he notes, "further proof of the growth farm radio is making." FDRN's sales representative is the Devney Organization.

"Over the past few years the Iowa Radio Network, a wired network of 15 stations, has increased its efforts to serve the farm community with some highly specialized programming," reports C. Ross Martin of IRN, Des Moines. One example is the daily feeder cattle and feeder pig-market reports, he explains, since many farmers now buy their own feeder animals rather than raising them. "For stations that cannot command a fat rate card," he notes, "a full-time farm director is not economically possible, but with our network farm director the cost is split."

Roddy Peeples, San Angelo, Tex., reports continued success with his Voice of Southland Agriculture Network for farmers and ranchers in that region. He contracts with stations to do their agricultural broadcasts for them. "These are live, five days a week, fed by leased phone loop," he explains, "and my pro-

management behind you, and we certainly do here." He and his partner since 1967, Bill Mason, also an NAFB member, have more time on radio and TV now than ever before and the list of 52-week agricultural accounts is at its peak.

In 1969 they published a detailed analysis of the WGN radio farm market over a five-state area. It shows that farmers are not only avid listeners but considerable consumers of farm radio-advertised products.

Mr. Samuelson says that balanced farmer-consumer programming, such as that during the noon hour on WGN, can win city listeners too. He cites in particular the April-May report of the American Research Bureau showing WGN's *Country Fair* led in total listeners per average quarter hour in the

Chicago metro area.

gram follows a sort of *Monitor* format with segments separated by station breaks. The breaks are sold individually by the affiliates and they keep that income. The segments are sold by the VSA Network and that income is retained by the network. Each station also pays a small monthly network subscription fee."

Despite changes in farming and farm radio-TV, Mr. Peeples sees "a great future for farm broadcasting if those of us in the business address ourselves to the changes in agriculture and agricultural management, and do a better job of helping agencies get what they need and make it easier for them to use us." If the trend to regional farm networks continues to grow, he concludes, it "will be a natural development since farmers and ranchers will listen to those who serve them best."

Major stations in strong farm areas also can be the catalyst for regional networks. Capitol Broadcasting Co., operator of WRAL-FM-TV Raleigh, N.C., for example, has a farm department of six people plus two photographers and originates the Tobacco Radio Network plus other special radio and TV networks.

"Our operation has doubled in scope and billing each year for the past five years," reports Ray Wilkinson, farm relations director, who feels this approach "will not only survive during the next quarter century but actually will prosper as it effectively answers the need of a specialized, localized, shrinking farm community using more advanced techniques resulting in increasing production."

The radio-network operations air peanut news in peanut-production areas, and cotton and tobacco news in those areas where such crops are grown. "There are 270 stations included in our commodity networks," he notes.

Chicago metro area.

The broadcast division of Stauffer Publications is another entity that puts considerable resource into its farm broadcasting and has found equal success at WIBW-AM-TV Topeka, Kan., and KGNC-AM-TV Amarillo, Tex. Both Topeka and Amarillo have three-man farm staffs and each man has an agricultural degree.

The *Kansas Farm Facts* report by the WIBW stations is another example of the in-depth research that strong farm outlets provide. Ray C. Senate, WIBW-TV national sales manager, participated as a member of NAFB's recent research committee, which produced an analysis of farm broadcasting nationally for agencies and advertisers. "The sight, sound and demonstration of farm machinery, farm chemicals, seed, feed and

director, WINA(AM) Charlottesville, Va., helps make his shows more interesting to the town folk as well as rural.

Two-way mobile radio for remote specials and citizen-band radio for talking with farmers are tools used effectively by Robert G. Hauser, farm and ranch director, KSEN(AM) Shelby, Mont. KSEN's farm department costs about \$14,000 a year to operate.

Local farmer interviews and involvement are of prime interest to WJON(AM) St. Cloud, Minn., with 25 hours of farm shows spread over the week, Andy Hilger, WJON president, reports. WJON invests \$25,000 a year in its farm department.

William H. Day, WCMR(AM) Elkhart, Ind., airs over 12 hours a week of farm programming; sells his own accounts with slide presentations he personally prepares. His agricultural business is about 20% of the station's total.

Importance of promotion of the farm department the same as other station services and personalities is cited by Bob Etheredge, farm and ranch director, KDAV(AM) Lubbock, Tex. He says farm news has been instrumental in delivering a larger, higher income audience throughout the day.

It's a mutual love affair

Advertisers use medium in special ways to reach their specialized clients

Somebody out there likes farm broadcasting—especially the sponsor, even if the millions he spends are largely unmeasured.

One major user of farm radio since 1937 is still representative of the important advertisers in that medium, DeKalb AgResearch Inc., DeKalb, Ill., hybrid corn firm. DeKalb uses some farm television now too, placing through Lennen & Newell/Midwest, Chicago.

"DeKalb's policy is to use radio farm directors on a 52-week basis exclusively," explains Leo B. Olson, DeKalb advertising director. The exclusive product spokesman practice is common in farm broadcasting. "We supplement this with spot flights in the spring and fall where the product and market require," Mr. Olson adds.

DeKalb used 48 radio stations on a regular basis this past year, according to Don V. Duncan, assistant advertising director, for a total of 8,200 minute spots or roughly three per week per station. Added seasonal flights ran on 104 different stations for a total of 4,200 spots, he recalls. Five-week spring flights in television last year were placed

on about 30 stations.

This past year DeKalb began distributing occasional news features to some 50 stations, Mr. Duncan says. DeKalb is mentioned only for identification and the material is purely of informational value to farmers on timely crop problems. DeKalb's sales volume runs about \$65 million.

Apart from the big farm-equipment manufacturers who usually have been significant farm-broadcast advertisers over the years, another category, agricultural chemicals, has become increasingly important as a source of farm radio-TV billings. As in most farm advertising, though, accurate spending data by markets is hard to obtain because so many of the areas fall outside the usual monitoring and measuring services, which are keyed more to consumer advertising.

Geigy Chemical Corp.'s agricultural-chemicals division considers itself the leading advertiser in its class and spends about \$1.5 million in farm broadcasting, split about evenly between radio and TV, though the emphasis is on radio. Cunningham & Walsh, New York, is the agency.

John Curtin, the agency's media supervisor on the account, says Geigy doesn't measure farm audience by people but rather by cost per thousand acres of the crop concerned. Though Geigy seeks exclusive product representation with farm directors, he explains, "we do more than buy personalities. Geigy also carefully studies markets and stations too."

Geigy buys farm programs and spots year around on radio stations in about 45 major markets, Mr. Curtin says, then makes spot buys on stations in an additional 150 markets depending upon season and product situations.

The firm uses radio for about 35 different products, many involving small budgets. One major product is Aatrex for corn and it will get all-year promotion on 45 regular outlets plus seasonal promotion on another 90 to 95 stations.

Geigy uses television only for major

products that can support cost of commercial production, and spots run usually in the evening time on stations in about 47 markets, the largest being Indianapolis, Mr. Curtin notes. Though there are some good farm TV stations, he explains, Geigy doesn't consider TV competitive with farm radio and doesn't buy it the same way.

Ralston Purina Co., St. Louis, has a long and successful history in broadcasting for consumer products as well as agricultural lines. It has a list of nine agencies for its various brands in both fields.

"As part of our advertising program for Purina Chows and health products we sponsor farm broadcasters in key areas," says Richard L. Wood, manager, company radio-TV advertising and sales promotion.

"We look upon a good farm broadcaster as an effective salesman for the Checkerboard," Mr. Wood adds, "and he is not only a good salesman on the air but also in his personal contacts as he travels and participates in many events."

Ralston encourages its district sales managers to work closely with their farm broadcasters in developing commercials and on-the-farm interviews with Purina feeders, he explains, and in addition the Purina sales manager provides the farm broadcaster with news of local Purina events, such as field days, feeding demonstrations and openings of new dealers.

Purina also augments its company-sponsored farm radio with a dealer cooperative-advertising program, Mr. Wood says. "Approximately 1,000 of our 3,000 Purina dealers will sponsor some form of local radio this year," he states, adding, "we have seen no reduction in the use of radio. In fact, in some areas of the U.S. there has been a significant increase in the number of dealers using radio."

(The foregoing special report was researched and written by Lawrence Christopher, senior editor, Chicago.)

Please send		SUBSCRIBER SERVICE	
Broadcasting THE BUSINESSWEEKLY OF TELEVISION AND RADIO		<input type="checkbox"/> 1 year \$14	
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City _____ State _____ Zip _____		<input type="checkbox"/> Bill me	
BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036		<input type="checkbox"/> 1971 Yearbook \$13.50	
		<input type="checkbox"/> 1971 CATV Sourcebook \$8.50	
		Off press fall 1970 (cash only)	

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing. mailing labels are addressed one to two issues in advance.

Broadcast advertising

Richard S. Boaz, associate director of research; **Ray Michaels**, creative supervisor, and **William G. Wolfe**, copy supervisor, Foote, Cone & Belding, New York, elected VP's.

Richard Morse, account group supervisor, and **Emine Messiqua**, account supervisor, Norman, Craig & Kummel, New York, named VP's.

George Benaman Jr., account supervisor, Ketchum, MacLeod & Grove, New York, named VP.

Charles F. Kleber, VP, W. B. Doner, Detroit, and **Eugene Azzam**, executive art director there, named to board of directors. **James Q. Frost**, with W. B. Doner, Baltimore, appointed associate creative director.

Celestino Adriano Bua, associate creative director and VP, SSC&B, New York, joins Green Dolmatch, agency there, as VP and creative supervisor.

Robert Gross, head of TV production and administrative director—creative department, Norman, Craig & Kummel, New York, elected VP.

Thomas Blosl, VP, Botsford Ketchum, San Francisco subsidiary of Ketchum, MacLeod & Grove, elected executive VP.

Gazexer (Gaz) Graham Green Jr., formerly New York district manager, Procter & Gamble foods division, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston-based advertising & PR firm, as executive VP.

Robert M. Darcy, business manager, Metro Radio Sales, New York, joins Petry Radio as director of business administration.

Sidney L. Cohen, with S. A. Levyne Co., Baltimore agency, elected VP.

Norman Schiffman, Greener, Hiken, Sears, New York, rep firm, named VP.

Al Moss, VP, client services, Bauer, Tripp, Henning and Bressler, New York agency, joins David Singer Associates, agency there, as executive VP.

Wilson Lefler, sales manager, KOVR(TV) Sacramento, Calif., McClatchy station, named sales manager of McClatchy Broadcasting there.

Michael P. Duffy, with KSD-TV St. Louis, appointed local sales manager.

E. Abbott Lawrence, national sales manager, KTLA(TV) Los Angeles, named general sales manager.

Bryce Baker, with KUPK-TV Garden City, Kan., appointed sales manager.

James Davis, with Jim M. Frye Advertising, Fort Worth, appointed as head of Dallas sales office, WBAP-AM-FM Fort Worth.

Michael J. Faherty, sales manager, WINS(AM) New York, named general sales manager.

Aaron Daniels, advertising director, Fairchild Group, division of Capital Cities Broadcasting, New York, appointed general sales manager, WPAT-AM-FM Paterson, N.J., Capital Cities station. **Fred Weinhaus**, with WPAT, appointed sales manager.

O. D. Dearman, assistant product manager, and **William F. Karnbach**, associate product manager, R. J. Reynolds Tobacco Co., Winston-Salem, N.C., appointed product managers.

Media

John Moler, general manager, WHN(AM) New York, resigns. **James P. Storer**, newly named VP of Storer Radio division (BROADCASTING, Aug. 10), licensee of WHN, will serve as operating head until replacement is named.



Mr. Smith

He succeeds **F. Gordon Fuqua**, who has not announced future plans. **Edward J. DeMarco**, formerly VP-corporate development, Athena Communications Corp., New York, named director of CATV system development, TVC.

George C. Castell, assistant treasurer, CBS, New York, appointed treasurer, Viacom International Inc. there, new corporation into which CBS plans to spin off its CATV and TV-program syndication operations (BROADCASTING, July 6).

Bill Bailey, general manager, KBIM-TV Roswell, N.M., joins KTVC(TV) Ensign, Kan., in same capacity.

Jack G. Thayer, VP and general manager, KXOA-AM-FM Sacramento, Calif., joins WGAR(AM) Cleveland as general manager succeeding **Carl E. George**, who remains as VP, Nationwide Communications, licensee of WGAR.



Mr. Ordonez



Mr. McMurray



Mr. Herzig



Mr. Tabor

Bob Ordonez, general manager, KORK-AM-FM Las Vegas, named VP of Donrey Media and general manager, KFSATV Fort Smith, Ark. He is succeeded by **Joe McMurray**, general manager, KOLO-TV Reno, who will also be named VP of Donrey. **Jim Herzig**, assistant general manager, KORK-TV, named VP of Donrey and general manager, KOLO-TV Reno. **Ed Tabor**, VP of Donrey and general manager, KORK-TV, named senior VP. Donrey Media, Las Vegas, owns KORK-AM-FM-TV, KOLO-TV, and KFSATV.

Felix Martin Goodrum Jr., program director, WQXY-FM Baton Rouge, appointed station manager.

Sheldon Peterson, with Time-Life Broadcasting, New York, joins Time-Life's KLZ-AM-FM-TV Denver as administrative assistant to president.

Robert Dale, assistant general manager, WMOU-AM-FM Berlin, N.H., appointed general manager.

Cal Watson, manager, radio and TV services, noncommercial KWSU-AM-TV Pullman, Wash., joins Corp. for Public Broadcasting, Washington, as director of television station projects. **George Stein**, who set up information system for National Association of Educational Broadcasters, Washington, last year, joins CPB there as director of management systems development.

Programing

Herb Victor, assistant program director, WABC-TV New York, named program director, KGO-TV San Francisco. Both are ABC-owned stations.

SPRINGFIELD BROADCASTING COMPANY'S* DUET** FOR FARM LAND U.S.A.'S LISTENERS



KHMO HANNIBAL, MISSOURI

Don C. Dailey, Vice President of Springfield Broadcasting and KGBX, says,

"I'm proud that the U.S. Department of Agriculture chose Loyd Evans, our NAFB Farm Director, not once, but twice to host Foreign Agricultural Experts."

* springfield broadcasting licensee of KGBX and became licensee of KHMO in June, 1970 (Broadcasting, June 29)

** KGBX and KHMO

Jim Jae, General Manager calls KHMO, "The Voice of Mark Twain Land," a Big Station with a Big Staff, to cover a Big Market, which listens to Dick McHargue, our NAFB Farm Director."



KGBX SPRINGFIELD, MISSOURI

KGBX

KHMO

- each with separate and rich farm coverage
- each with separate programming
- each with separate sales
- both with common ownership
- both with voting NAFB Farm Directors
- both with one National Representative

JACK MASLA & COMPANY INC.

*new york, chicago, detroit, st. louis, kansas city, atlanta,
dallas, los angeles, san francisco*



fertilizer is the best selling tool the farm advertiser can use," he notes.

KGBX(AM) Springfield, Mo., had no farm department until 1958, but since then this phase of its operation has proven highly successful and during many months the farm shows are completely sold out, reports Don C. Dailey, vice president-general manager. KGBX's veteran farm broadcaster, Loyd Evans, now has a part-time assistant, he notes.

KGBX's sister outlet, KHMO(AM) Hannibal, Mo., considers itself typical of the smaller market station that will continue to succeed by total involvement in services to an area with most business agriculture-oriented. KHMO's general manager, James F. Jae Jr., is past chairman of the NAFB associate members.

An example of a TV-only operation that has found profit in farm broadcasting is KWTU(TV) Oklahoma City. Farm director Wayne Liles, immediate past president of NAFB, reports particular success in helping develop new local accounts. Farm reports in the early morning and at noon have been effective vehicles for helping boost new sales and dealerships for an area equipment firm, he relates.

One-man farm departments in television are finding success at KHQ-TV Spokane, Wash., and WTVY(TV) Dothan, Ala. KHQ-TV's Wey Simpson especially recognizes the farm broadcaster's opportunity in the pollution battle. WTVY's Gene Hagan also is a working farmer, invaluable for his years in farm broadcasting.

"Management must be just as dedicated and active in farming activities as the farm director," according to Rex H. Lathen, president-general manager, KMMJ(AM) Grand Island, Neb. He notes the trend to super-farms may be at its peak because of profit-efficiency factors and is optimistic about farm families continuing strong though their farms now are considered businesses and are larger. Since they get their newspapers by mail, they long will rely on radio's immediacy and strength of services, he indicates.

Jack Timmons, general manager, KWKH(AM) Shreveport, La., agrees that tomorrow's more sophisticated business farmer will rely heavily upon farm radio's fast and thorough resources. KWKH's farm staff includes two men plus secretary and typically travels 100,000 miles a year to cover its market.

"Perhaps our greatest advertising success story," Mr. Timmons says, "is represented by the number of private cattle sales advertised on KWKH by farmers and ranchers spending their own money. We now have some 100 to 125 sales advertised each year compared to none five years ago."

Richard B. Belkin, vice president-



Herb Plambeck (r) received a plaque commemorating his life-time membership in the National Association of Farm Broadcasters during the group's June convention. Mr. Plambeck recently resigned as farm director for WHO(AM) Des Moines, Iowa, after 34 years in that post to become assistant to Secretary of Agriculture Clifford M. Hardin. John McDonald, WSM(AM) Nashville, presented the plaque.

general manager, KOA-AM-FM Denver, indicates the long list of farm agencies and advertisers who buy on a long-term basis for programs as well as spot flights proves the values delivered by farm radio. He suggests, though, they may be overlooking opportunities for test marketing in radio as farm accounts do little of it now.

KOA's farm director, Chuck Miller, points out that while farmers are getting fewer their economic power is soaring. "Farmers buy more petroleum products, tires and automotive vehicles than any other segment of the economy," he cites.

John McDonald, veteran farm director at WSM(AM) Nashville, Tenn., estimates farm business at the clear-channel outlet has run some \$250,000 a year over the past five years and continues to represent a long list of both national and local accounts. He estimates his total audience has more city than rural folk and his material interests both.

Because of this urban-consumer audience the farm broadcaster can do an important public-relations job for agriculture, according to George Stephens, director of agriculture, KCMO-AM-TV Kansas City.

Ted L. Snider, vice president-general manager, KARK(AM) Little Rock, Ark., notes some former clear-channel service is being replaced by farm network stations. He cites the Delta Farm Network of 18 stations in that area. KARK's farm veteran, Bob Buice, airs regularly on sister KARK-TV too.

Ed Mason, president-general manager, KXXX(AM) Colby, Kan., feels his operation may be a good example of

pure farm radio because of the area. He notes especially the high efficiency of good farm-radio buying and says there is less waste by far than some prime-time TV buying. Farm business at KXXX increases steadily, he adds.

One of farm radio's best sales friends on Madison Avenue is also an enthusiastic student of the subject, Milton F. Allison, director of station relations, CBS Radio Spot Sales. He notes that while the farm population in the U.S. in 1969 was only 10.3 million or 5.1% of the total population (down from 15.6 million and 8.7% in 1960), the economic value of farm business continues to soar far beyond comparison. With jet-transported international marketing developing, he notes, radio will continue to be the most effective link with farmer-businessmen.

Although his farm time has been extended, Bob Walsh, farm and ranch director at WBAP(AM) Dallas-Fort Worth, also notes "the city audience is more important than you might imagine. We are beginning to carry more and more consumer-type advertising on our farm programs."

Keith Kirkpatrick, farm service director, WHO-AM-TV Des Moines, Iowa, doesn't believe there has been any reduction in the amount of good farm programming in recent years in the industry though outlets may have changed. He cites the vigor of the WHO stations activity in this respect, noting that of 81 weekly radio farm-show units a total of 56 are sponsored by long-term program advertisers.

The continuing strength of good farm-radio stations, especially in the Midwest, is emphasized by Maynard Speece, farm director for WCCO(AM) Minneapolis, "and I think we'll have them 10 years from now too." Information affecting the pocketbook of the farmer is the target at which he and his associate Chuck Lilligren aim, but the city audience is becoming more important too. Advertiser faith in the medium is the true test of farm radio's strength, he feels.

City audience also is becoming more important to Marvin Vines, farm service director, KAAY(AM) Little Rock, Ark., a clear channel like WCCO. He also notes top retailers are starting to use farm-radio advertising effectively.

Another pioneer farm broadcaster, Bob Miller, WLW(AM) Cincinnati, explains the farm show is an excellent spot to describe cost-price effects and similar often misunderstood data to the urban listener. He notes increasing use of radio for public-relations advertising to the non-farm audience by farm-oriented groups.

Talking on the air with listeners by telephone is one way Bill Ray, farm

Helen Kauffman, head of her own PR agency in Los Angeles, named public relations director, Four Star International there.

Dick Conrad, promotion and advertising director, WHK(AM) Cleveland, also appointed director of programing. **Paul King**, with WHK, appointed assistant director of programing and promotion.

Harry Waterhouse, formerly with WMRI-AM-FM Marion, Ind., joins KLJC(AM) Kansas City, Mo., as program director.

Gifford Cummings, account executive, Teletape Productions, New York, appointed director of production sales, Quadruplex Commercial Productions Inc. there.

David Impastato, director, John Urie & Associates, Los Angeles, joins EUE/Screen Gems, New York, in same capacity.

Richard J. Bassman, TV packager, Creative Management Associates, Los Angeles, named associate director, ABC Circle Films, Hollywood.

Budd Weiner, director of operations, KNEW-TV San Francisco, joins Bay Promotions, Oakland, Calif., as director of TV syndication.

Will Roth, general manager, Recording Studios Inc., New York, joins Teletronics International, video-tape production firm there, as director of operations.

Jon Boettcher, senior producer-director, noncommercial WBRA-TV Roanoke, Va., appointed production director.

A. Price Broughton, with Southern Educational Network, Columbia, S.C., joins noncommercial WKNO-TV Memphis as production manager.

Hank Sommers, with WNBC-AM-FM Binghamton, N.Y., joins WINR(AM) there as music director.

Kenneth Harris, director, WCTI-TV New Bern, N.C., named production supervisor.

Paul R. Ballatine, with Telemation Productions, Glenview, Ill., appointed manager of market development.

News

Howard Hill, news director, WTAX-AM-FM Springfield, Ill., elected president, Illinois Associated Press Association.

Charles P. Arnot, bureau chief, ABC News, Saigon, appointed weekend manager, ABC Radio News, New York

Bill Fyffe, news director, WLS-TV Chicago, named news administrator, KTLA-TV Los Angeles.

Charles Arlington, with KFVB(AM) Los Angeles, joins KBBQ(AM) Burbank, Calif., as director of news.

Barry Mahler, general manager, Nortex

Broadcasting Co., former licensee of KLUR(FM) Wichita Falls, Tex., appointed news director, KLUR Broadcasting Co., new licensee of KLUR.

Mort L. Rosenblum, AP West Africa correspondent at Lagos, Nigeria, appointed head of AP operations in Malaysia.

Robert Papper, former PR director, Columbia University, New York, joins WCCO-TV Minneapolis as public affairs writer and producer.

Christine Lund, former news director, WLXT-TV Aurora, Ill., joins news staff of KGO-TV San Francisco.

Martyn K. E. Green, formerly cameraman, NBC, Southeast Asia, joins news staff, KJEO(TV) Fresno, Calif.

Promotion

Ray Barath, director of promotion and advertising, WSOC-AM-FM-TV Charlotte, N.C., named community affairs director.

Harvey Mednick, director, audience promotion and advertising, RKO's KHJ-AM-FM Los Angeles, named audience promotion director, RKO General radio division, western region.

Tony Visk, promotion manager, WPRO-AM-FM Providence, R.I., joins WQXI-TV Atlanta in same capacity.

Yolanda Lozano Rios, with WOAI-TV San Antonio, Tex., appointed director of Mexican-American affairs.

Equipment & engineering

John H. Battison, consulting engineer with offices in Washington and Annapolis, Md., joins Carl E. Smith Consulting Engineers, Cleveland.

Bruce Singleton, chief engineer, WLCY-TV Tampa-St. Petersburg, Fla., named VP, engineering, WLCY Inc., licensee of WLCY-AM-FM-TV.

G. Earl Morgau Jr., engineering supervisor, WTOP-TV Washington, named technical operations supervisor.

Jesse L. Nickels, manager, professional electronic systems sales, RCA, Burbank, Calif., appointed manager, government and closed-circuit TV sales, in RCA broadcast systems division, Camden, N.J.

David R. Stott Jr., with Ampex Corp., joins CMX Systems, Sunnyvale, Calif., as director of marketing. CMX Systems is CBS-Memorex joint venture company to develop and manufacture advanced TV equipment and systems.

Merrill A. Trainer, manager of customer relations, RCA Commercial Electronic Systems, Camden, N.J., retires after 43 years of RCA service.

Richard Raiczuk, manager of marketing, AM and FM towers, Stainless Tower Co., North Wales, Pa., joins



Riding high with Bronson WBAP-TV, Fort Worth / Dallas

26 colorful episodes
now available from



CCA Electronics in newly created position of manager, customer service and contract administration.

George R. Bakker, branch manager, educational and industrial products division, Ampex Corp., named Midwest region sales engineer in firm's St. Louis office.

W. D. Harlow, with Sony Corp. of America, Houston, appointed district manager for video products in Louisiana and southern Texas.

Allied fields

Elie Abel, dean, Columbia university graduate school of journalism, New York, and former NBC News diplomatic correspondent, named Godfrey Lowell Cabot Professor of Journalism at the school. Appointment honors professor distinguished in international journalism.

James E. Pitt, director of public relations, Time Inc., New York, also appointed VP for communications, Na-

tional Center for Voluntary Action, Washington, group founded to assist volunteer organizations. He will direct Advertising Council campaign for Center and, working with chairman of Center's communications committee, Leonard Goldenson, president, ABC Inc., he will also be responsible for helping to enlist volunteers in media, advertising and PR.

Ernest Lee Jahncke Jr., one-time VP, standards and practices, NBC, New York, appointed director, American Humane Association eastern office ("Closed Circuit," July 20).

Anne Blair, Washington bureau chief, Triangle Stations, named to radio-TV advisory board, White House Conference on Children.

Deaths

Arthur Mermin, 49, member of Cahill, Gordon, Sonnet, Reindel & Ohl, New York law firm which has NBC among its clients, died July 28 in New York.

He is survived by his wife, Stephanie, two sons and daughter.

Howard A. Mayes, 59, news director, KDSX-AM-FM Denison-Sherman, Tex., died Aug. 5 of heart attack. He is survived by his wife, Mary Alice, two sons and one daughter.

Frances Farmer, 56, movie actress and air personality, WFBM-TV Indianapolis, died Aug. 2, apparently of throat cancer.

George King, 57, production supervisor for *Beverly Hillbillies* and *Green Acres* series, died Aug. 4 in Hawaii of heart attack. He is survived by his wife, Dorothy, and two daughters.

Samuel B. Mosher, 77, founder of Signal Oil & Gas Co., 49.9% owner of Golden West Broadcasters, Los Angeles group owner, died Aug. 5 at his home in Santa Barbara, Calif. He is survived by his wife and daughter.

Ken Cariker, 46, air personality, KOCO-TV Oklahoma City, died Aug. 6 there of heart attack. He is survived by his wife, Dorothy, and two daughters.

ForTheRecord

As compiled by BROADCASTING, August 4 through August 11 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 authorization, 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

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss., (Lamar Life Broadcasting Co. et al.), TV

proceeding, granted Civic Communications Corporation's request for production of documents and its motion to compel answers to interrogatories by Lamar Life Broadcasting Co. to extent indicated in order, and granted motion for protective order and motion for additional time to respond to interrogatories and for protective order by Lamar Life Broadcasting Co. to extent indicated in order (Docs. 18845-9). Action July 24.

■ Hearing Examiner David J. Kraushaar in Home-wood and Birmingham, both Alabama, TV proceedings, set certain procedural dates and scheduled hearing for Dec. 7 (Docs. 15461, 16760-1 and 16758). Action Aug. 4.

Other actions

■ Review board in Jacksonville, Fla., TV proceeding, granted request for extension of time filed Aug. 5 by Broadcast Bureau (Docs. 10834, et al). Action Aug. 6.

■ Review board in Miami, TV proceeding, granted motion for extension of time, filed July 31 by Post-Newsweek Stations Florida Inc. to extent that time for filing responsive pleadings is extended to Aug. 12 (Docs. 18889-90). Action Aug. 3.

■ Review board in Miami, TV proceeding, granted

motion for additional extension of time filed Aug. 5 by Post-Newsweek Stations Florida Inc. (Docs. 18889-90). Action Aug. 6.

■ Review board in High Point, N.C., TV proceeding, granted petition for extension of time filed Aug. 5 by Broadcast Bureau (Docs. 18906-07). Action Aug. 6.

Rulemaking action

■ New Brunswick, N.J.—FCC denied petitions by Inter-Media Broadcasting Co. of New Jersey opposing commission action which would remove ch. 58 from Asbury Park with assignment to New Brunswick for ETV use. Show cause order in Doc. 18864 terminated. Action July 29.

Existing TV stations

Final actions

■ FCC denied request by attorneys for ETV program *The Advocates* asking for reconsideration of commission ruling of May 20 refusing to exempt program from equal opportunities provision of rules. Action July 29.

■ KBK-TV Bakersfield, Calif.—Broadcasting Bureau granted license covering utilization of formerly licensed auxiliary trans. and formerly licensed main ant. as auxiliary trans. and ant. at main trans. location. Action July 27.

■ KCSM-TV San Mateo, Calif.—Broadcast Bureau granted mod. of license covering change in aur. ERP to 2.09 kw. Action Aug. 4.

■ WNDU-TV South Bend, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 27, 1971. Action July 27.

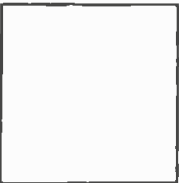

■ WLTV(TV) Bowling Green, Ky.—Broadcast Bureau granted CP to change aur. ERP to 30.2 kw; trans. location to off State Highway #67, ½ mile northeast of Rays Branch, Bowling Green; change type trans. and ant.; ant. height 740 ft.; conditions. Action July 27.

■ WMAA(TV) Jackson, Miss.—Broadcast Bureau granted license covering new station, and specify studio location as Eastover Dr. at Ridgewood Road, Jackson. Action July 28.

■ WKEF(TV) Dayton, Ohio—Broadcast Bureau granted license covering changes. Action Aug. 4.

■ WHP-TV Harrisburg, Pa.—Broadcast Bureau granted license covering changes; and granted license covering installation of auxiliary trans. and ant. Action July 24.

■ *WITV(TV) Charleston, S.C.—Broadcast Bureau granted mod. of CP to change ERP to vis. 129 kw, aur. 25.7 kw and ant. height 890 ft. Action Aug. 4.

	<p>EDWIN TORNBURG & COMPANY, INC.</p>
	<p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>

- WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted license covering changes. Action Aug. 6.
- WWBT(TV) Richmond, Va.—Broadcast Bureau granted CP to make changes in ant. system. Action July 27.
- WTAP-TV Parkersburg, W. Va.—Broadcast Bureau granted license covering utilization of former main trans. as auxiliary trans. at main trans. location. Action July 27.

Actions on motions

- Hearing Examiner Isadore A. Honig in Cheyenne, Wyo., (Frontier Broadcasting Co.), renewal of license of KFBC-TV, granted request by applicant and extended to Aug. 10, time to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797). Action July 27.
- Hearing Examiner Chester F. Naumowicz in Florence, S.C. (Daily Telegraph Printing Co. (WBTW(TV))), TV proceeding, set certain procedural dates and scheduled hearing for Sept. 3 (Doc. 18650). Action Aug. 4.
- Hearing Examiner James F. Tierney in Charlotte, N. C. (Jefferson Standard Broadcasting Co. (WBTW(TV))) TV proceeding, set certain procedural dates and scheduled evidential phase of proceeding for Nov. 24 (Doc. 18880). Action Aug. 4.

Network affiliations

ABC

- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 20% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.
- WTHI-TV Terre Haute, Ind. (Wabash Valley Broadcasting Corp.) Contract dated July 10, replaces one dated May 16, 1968; effective July 26, 1970 to July 26, 1972. First call right. Programs delivered to Indianapolis AT&T testboard. Network rate, \$725; effective Dec. 1, 1970, \$678; compensation paid at 30% prime time.

CBS

- Formula: Same as ABC.
- WTHI-TV Terre Haute, Ind. (Wabash Valley Broadcasting Corp.) Amendment to contract dated Oct. 2, 1966, effective Oct. 2, 1966 to June 30, 1968 and self-renewable for two-year periods thereafter, reduces network rate from \$700 to \$678, effective Feb. 1, 1970; compensation paid at 32% prime time. First call right. Programs delivered to station.

New AM stations

Actions on motions

- Hearing Examiner Herbert Sharfman in Globe, Ariz., (Mace Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend his application with recent balance sheet (Doc. 18225). Action July 24.
- Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey, (Louis Vander Plate and Radio New Jersey), AM proceeding, granted petition by Radio New Jersey and extended to Aug. 14, time to submit proposed findings of fact and conclusions of law on all issues except community survey issue and to Aug. 24, time to file reply findings (Docs. 18251-2). Action July 24.
- Hearing Examiner Frederick W. Denniston in Circleville, Ohio, AM proceeding, on request by Scioto Broadcasting Co., applicant in Doc. 18857, dismissed with prejudice its application pursuant to rules (Docs. 18856-8). Action Aug. 3.
- Hearing Examiner Ernest Nash in Broadway-Timberville and Charlottesville, all Virginia, AM proceeding, on request by Broadcast Bureau, rescheduled prehearing conference for Sept. 14; postponed Sept. 23 hearing (Docs. 18903-4). Action Aug. 4.

Other actions

- Review board in Sylacauga, Ala., AM proceeding, denied motion for extension of time filed July 31 by University Broadcasting Co. (Docs. 18898-18900). Action Aug. 4.
- Review board in Honolulu, AM proceeding, granted to extent indicated and denied in all other respects, motion to enlarge issues, filed June 18 by Hawaiian Paradise Park Corp. (Doc. 18819). Action July 30.
- Review board in Ponce, P.R., AM proceeding, granted to extent indicated and denied in all other respects, motion to enlarge issues, filed April 13 by Zaba Radio Corp., Ponce, P.R. (Docs. 18564 and 18566). Action July 23.

Summary of broadcasting

Compiled by FCC, July 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,275	2	11	4,288	82	4,370 ¹
Commercial FM	2,089	0	37	2,126	134	2,260
Commercial TV-VHF	493	2	15	510	13	524
Commercial TV-UHF	137	0	44	181	115 ²	299
Total commercial TV	630	2	59	691	128	823
Educational FM	395	0	21	416	46	462
Educational TV-VHF	76	0	6	82	7	89
Educational TV-UHF	97	0	11	108	15	123
Total educational TV	173	0	17	190	22	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

- Review board in Chattanooga, Tenn., AM proceeding, granted petition for extension of time, filed Aug. 5 by Jay Sadow (Docs. 18901-02). Action Aug. 7.

- Review board in Centreville, Va., AM proceeding, granted motion for extension of time filed July 31 by Centreville Broadcasting Co. (Doc. 18888). Action Aug. 4.

Existing AM stations

Final actions

- WKKO Cocoa, Fla.—FCC granted renewal of license. Action July 8.
- WINU Highland, Ill.—Broadcast Bureau granted CP to change from 1510 kc, 250 w, DA-D to 1510 kc, 1 kw, DA-D; install new trans. and make changes in DA system; conditions. Action Aug. 4.
- WAVE, Louisville, Ky.—Broadcast Bureau granted license covering mod. of auxiliary trans. Action Aug. 5.
- WKLO Louisville, Ky.—Broadcast Bureau granted license covering use of present main night trans. as auxiliary day trans. Action Aug. 5.
- WWL New Orleans—Broadcast Bureau granted mod. of CP to make change in auxiliary ant. Action July 27.
- KLNQ, Omaha—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Aug. 5.
- KOBY, Reno—Broadcast Bureau granted mod. of CP to change MEOV's and ground system. Action July 27.
- WARR Warrenton, N.C.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to U.S. Rt. 158A, 0.88 mile NW of Junction State 58, Warrenton; conditions. Action July 27.
- WWSF Loretto, Pa.—Broadcast Bureau granted CP to increase daytime power from 250w, Uni. to 250w, 1kw-U. and install trans.; condition. Action July 27.
- WKKR Pickens, S.C.—FCC granted stay of action dismissing application of Pick Radio Co. for renewal of license of WKKR until decision has been reached on licensee's petition for reconsideration. Action Aug. 5.
- WPTN Cookeville, Tenn.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 5.
- WTNN Millington, Tenn.—Broadcast Bureau granted mod. of license covering change in corporate name to Shelby County Broadcasting Co. Action July 27.
- KVEL Vernal, Utah—Broadcast Bureau granted CP to change frequency from 1250kc to 920kc; remote control permitted; condition. Action July 27.

Action on motion

- FCC Complaints and Compliance Division Chief William B. Ray in response to complaint by Mrs. Bella S. Abzug, Democratic candidate for Con-

gress for 19th district of New York, that WOR New York City, refused her request that she be permitted to use time to which she was entitled by presenting short statements as many times as necessary to equalize time utilized by her Republican opponent, (WOR air personality) has informed station's licensee, RKO General Inc., that commission would make no definite ruling in matter but would rather rely upon outcome of "good faith," reasonable negotiations between both parties to resolve conflict. Action Aug. 7.

New FM stations

Starts authorized

- WQIX(FM) Horseheads, N.Y.—Authorized program operation on 100.9 mc, ERP 3 kw, ant. height above average terrain minus 104 ft. Action July 2.
- KSLM-FM Salem, Ore.—Authorized program operation on 105.1 mc, ERP 100 kw, ant. height above average terrain 850 ft. Action July 2.
- WAEL-FM Maricao, P.R.—Authorized program operation on 96.1 mc, ERP 10.5 kw, ant. height above average terrain 1950 ft. Action July 1.

Final actions

- Phoenix City, Ala.—Chattahoochee Broadcasting Co. Broadcast Bureau granted 100.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 2131, Columbus, Ga., 31902. Estimated construction cost \$25,232; first-year operating cost \$25,680; revenue \$46,000. Principals: James K. Sanders, sole owner. Mr. Sanders is sales manager of WCLS(AM) Columbus, Ga. Action July 22.
- Yuma, Ariz.—Broadcast Bureau granted Lan-Jol Enterprises 95.1 mc, 25 kw. Ant. height above average terrain 76 ft. P.O. address: 841 Avenue G., Yuma 85364. Estimated construction cost \$43,660.41; first-year operating cost \$38,787.64; revenue \$85,932. Principals: Robert Hardy Langill and Joel Eugene Pollard (each 50%). Messrs. Langill and Pollard each own 50% of swimming pool service, sales, house rentals and candle shop. Mr. Langill is program director-announcer for KBLU-TV Yuma. Action Aug. 4.
- Lafayette, Ind.—Tiprad Broadcasting Co. Broadcast Bureau granted 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 1000 Orman Lane, Lafayette 47905. Estimated construction cost \$6,880; first-year operating cost \$12,000; revenue \$15,000. Principals: David M. Stevenson 70%, John C. Ribbens 20% and Robert E. Goris 10%. Action Aug. 4.
- Fredericksburg, Tex.—Gillespie Broadcasting Co. Broadcast Bureau granted 101.1 mc, 100 kw. Ant. height above average terrain 650 ft. P.O. address: Box 311, Fredericksburg 78624. Estimated construction cost \$21,773; first-year operating cost \$15,000; revenue \$23,800. Principals: Norbert Fritz, president, et al. Mr. Fritz is general manager, secretary and owns 1/3 interest in Fredericksburg Cable Corp. and has farming and ranching interests. Action July 22.

Initial decision

- Athens, Tenn.—Athens Broadcasting Inc. Hearing Examiner Thomas H. Donahue in initial decision recommended granting 98.3 mc, 2.2 kw. Ant. height above average terrain 345 ft. P.O. address: 110A Jackson Street, NE, Athens 37303. Estimated construction cost \$20,588.60; first-year operating cost \$30,000; revenue \$40,000. Principals: William P. Atkins, vice president, et al. Principals own WLAR(AM) Athens. Action July 29.

Other actions

- Review Board in Rockmart, Ga., FM proceeding, granted motion for extension of time, filed Aug. 3 by Faulkner Radio Inc. (Doc. 18314). Action Aug. 5.

■ Review Board in New York, FM proceeding, adopted order granting petitions for leave to attend filed by Fairleigh Dickinson University and New York University on June 10 and June 30; approved Share-Time Agreement dated May 25 between New York University and Fairleigh Dickinson University. (Docs. 17454-55). Action Aug. 6.

■ Review Board in Gahanna, Ohio, FM proceeding, granted motion for further extension of time, filed Aug. 5 by Christian Voice of Central Ohio. (Docs. 18308-18793). Action Aug. 7.

Action on motion

■ Hearing Examiner Jay A. Kyle in Pittston, Pa., FM proceeding, scheduled oral argument on petition for leave to amend by applicant for Aug. 17; and by separate action, on motion by applicant, rescheduled evidentiary hearing for Sept. 24 (Doc. 17885). Action July 31

Existing FM stations

Final actions

■ WAHR(FM) Huntsville, Ala.—Broadcast Bureau granted request for 67 kc. Action Aug. 5.

■ KOST(FM) Los Angeles—Broadcast Bureau granted mod. of CP to make changes in trans. equipment, ERP 4.2 kw. Action Aug. 4.

■ KLGa-FM Algona, Iowa—Broadcast Bureau granted mod. of CP to make changes in trans. line; ERP 2.80 kw. Action Aug. 4.

■ WXRA(FM) Woodbridge, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 24, 1971. Action July 28.

Action on motion

■ Hearing Examiner Thomas H. Donahue in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting, Inc. and WPOW Inc.), FM proceeding, granted motion by Functional Broadcasting Inc. to correct transcript; and by separate action, granted motion by WPOW Inc. to correct transcript (Docs. 18210-2). Action July 24.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for the following UHF and VHF translators: K73AL Truth or Consequences, N.M.; K708Z, K78AV and K83AG all Gallup, New Mexico; K68AC Indian Village, Ft. Wingate and Thoreau, all New Mexico; K74AZ Gallup, N.M.; K74DJ Zuni and Ramah, both New Mexico; K82BJ Tohatchi, K72CG Alamogordo and Holloman AFB, K74CY Horse Springs, K83BK Carrizozo, Tularosa and La Luz, K83BL Montoya and Newark, K70CT Near Farmington, K75AC and K80BH both Farmington, K73BB Farmington-Bloomfield Highway and Huecifano Bloomfield Highway area, K77BH and K83AT both Farmington-Bloomfield Highway and Huecifano Bloomfield Highway area, K70BT Santa Rosa, K78AS Santa Rosa and Commerce, K83AB Santa Rosa, K74BO Santa Rosa, K72CN Indian Village and Fort Wingate, K72AX, K76AS and K80AB all Tucumcari, K02EW, K06EV and K11E all Mesalero, K09CG Cimarron and Dawson, K11AV Cimarron and Dawson, K07AS, K09IG and K11FD all Cliff-Gila, K08ES Red River, K09IA and K11JD both Conchas Dam and Garita, K11GL Farley, K03CU Folsom, K131L Fort Sumner, K11I Crownpoint, K06DX and K11EB both Hillsboro, K12GK Farmington, K06ED Las Vegas, K11EV, K09EP and K06CU all Grants and Milan, K06EH Silver City, K11HK and K06AW both San Lorenzo and Mimbres Valley, K07FH San Lorenzo, K11IK Mora, K06EF Organ, K02EP, K06FP and K11Z all Penasco, K02ES Silver City and surrounding area, K07EB Pinos Alton, Fierro, Hanover and Santa Rita Arenas, Arenas Valley and Hurley Silver City and north suburban area of Silver City, K11DU Silver City, K06DB and K08EA both Raton, Springer and Maxwell, K10BO Raton, K02EP, K06E1 and K11HO all Reserve, K02EU, K06EM, K09AW and K11AW all Roy, K06GL Des Moines and Grande, K03BP and K08BC both Springer, K02EH, K05DR and K08GJ all Ute Park, K11JB, K06FV and K09IY all Vermejo Park, K02EY Zuni, K09FR and K11CD both Zuni Pueblo, and K06BN and K02BM Wagon Mound, and K09CR Wagon Mound, all New Mexico and K08DC Hayden, Colo. Action July 30.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending auxiliaries: WABD Fort Campbell, Ky.; WADM Decatur, WAMW Washington, WAOV Vincennes, WARU Peru, and WATI Indianapolis, all Indiana; WATO Oak Ridge, Tenn.; WAVE Louisville, Ky.; WAZY Lafayette and WBAT Marion, both Indiana; WBGW Bowling Green, Ky.; WBNT Oneida, Tenn.; WBRI Indianapolis; WCBK Martinsville, Ind.; WCLE Cleveland, and WCMT Martin, both Tenn.; WCNB Connersville, Ind.; WCPH Elowah, Tenn.; WCTT Corbin, and WCVN Cynthia, both Ky.; WDIA Memphis, WDKN Dickson, and WDXL Lexington, all Tenn.; WFIA Louisville, and WFKN Franklin, both Ky.; WFLI Lookout Mountain, Tenn.; WFLW Monticello, Ky.; WFWL

Carnden, Tenn.; WGBF Evansville, Ind.; WHBT Harriman, Tenn.; WHC Hardinsburg, Ky.; WHLT Huntington, Ind.; WHUB Cookeville, Tenn.; WIMS Michigan City, and WIOU Kokomo, both Ind.; WIZO Franklin, Tenn.; WJCD Seymour, Ind.; WJKM Harrisville, and WKBJ Milan, both Tenn.; WKBB Richmond, Ind.; WKCT Bowling Green, and WKDO Liberty, both Ky.; WLAR Athens, WLII Shelbyville, and WLII Lenoir City, all Tenn.; WLKS West Liberty, and WLOC Munfordville, both Ky.; WMCT Mountain City, and WMPM Memphis, both Tenn.; WMTC Vanceleave, and WMTL Leitchfield, both Ky.; WNAH Nashville; WNBBS Murray, Ky.; WNOO Chattanooga. WNWJ Valparaiso, Ind.; WOPI Bristol, Tenn.; WPDE Paris, Ky.; WPHC Waverly, and WPTN Cookeville, both Tenn.; WRSL Stanford, Ky.; WSBT South Bend, Ind.; WTJS Jackson, Tenn.; WTLO Somerset, Ky.; WTRC Elkhart, Ind.; WTTI Madisonville, Ky.; WTTT Bloomington, and WUCA Gary, both Ind.; WYSH Clinton, Tenn.; WAAW(FM) Murray, and WABD-FM Fort Campbell, both Ky.; WADM-FM Decatur, WAJC(FM) Indianapolis, WAOV-FM Vincennes, and WARU-FM Peru, all Ind.; WATO-FM Oak Ridge, Tenn.; WAZY-FM Lafayette, Ind.; WBNT-FM Oneida, Tenn.; WCBK-FM Martinsville, Ind.; WCLE-FM Cleveland, and WCMT-FM Martin, both Tenn.; WCNB-FM Connersville, Ind.; WCTI-FM Corbin, Ky.; WDKN-FM Dickson, WOOD-FM Chattanooga, WDXL-FM Lexington, and WEZK(FM) Knoxville, all Tenn.; WFDI(FM) Columbia City, WFM(FM) Elkhart, and WFUI(FM) Bloomington, all Ind.; WFMG(FM) Gallatin, Tenn.; WFML(FM) Washington, Ind.; WFTM-FM Maysville, WGOH-FM Grayson, and WHKK(FM) Erlanger, all Ky.; WHNR(FM) McMinnville, and WHUR-FM Cookeville, both Tenn.; WIFF-FM Auburn, Ind.; WIZO-FM Franklin, Tenn.; WJCD-FM Seymour, Ind.; WJCW-FM Johnson City, and WKBJ-FM Milan, both Tenn.; WKBY-FM Richmond, and WKMO(FM) Kokomo, both Ind.; WKRK(FM) Louisville, WLBJ-FM Bowling Green, WLII-FM Lenoir City, and WLOC-FM Munfordville, all Ky.; WLOM(FM) Chattanooga; WMCB-FM Michigan City, Ind.; WMPM-FM Memphis; WMTL-FM Leitchfield, Ky.; WMTN-FM Morristown, Tenn.; WPDE-FM Paris, Ky.; WPTH(FM) Fort Wayne, Ind.; WPTN-FM Cookeville, Tenn.; WRBR(FM) South Bend, Ind.; WRSL-FM Stanford, Ky.; WRSW-FM Warsaw, and WSBT-FM South Bend, both Ind.; WSEV-FM Sevierville, Tenn.; WSMJ(FM) Greenefield, Ind.; WSTO(FM) Owensboro, Ky.; WTCV(FM) Memphis, and WTJS-FM Jackson, both Tenn.; WTTV-FM Bloomington, WVTI(FM) Monticello, and WWHC(FM) Hartford City, all Ind.; WATE-TV Knoxville, WBBJ-TV Jackson, and WBIR-TV Knoxville, all Tenn.; WERT-TV Evansville, Ind.; WHAS-TV Louisville, Ky.; WJHI-TV Johnson City, Tenn.; WLBC-TV Muncie, Ind.; WLKY-TV Louisville, and WPSD-TV Paducah, both Ky.; WRCB-TV Chattanooga; WSBT-TV South Bend, WSVJ-TV Elkhart, WBDG(FM) Indianapolis, WBEK-FM North Manchester, and WBST(FM) Muncie, all Ind.; WBYN(FM) Chattanooga; WEKU-FM Richmond, Ky.; WETL(FM) South Bend, WEEV(FM) Evansville, and WFCI(FM) Franklin, all Ind.; WFHC-FM Henderson, Tenn.; WFPK(FM) and WFPJ(FM) both Louisville, Ky.; WGC(FM) Goshen, WGRE(FM) Greencastle, WGV(FM) Gary, WHJE(FM) Carmet, WIAN(FM) Indianapolis, and WISU(FM) Terre Haute, all Ind.; WKCS(FM) Knoxville, and WMOT(FM) Murfreesboro, both Tenn.; WNAS(FM) New Albany, Ind.; WNAZ-FM and WPLN(FM) both Nashville; WPSR(FM) Evansville, Ind.; WSCC(FM) Somerset, Ky.; WSMC-FM Collectedale, Tenn.; WSNF-FM Notre Dame, Ind.; WUOT(FM) Knoxville, Tenn.; WYSH(FM) Huntington, WWHI(FM) Muncie, and WCAE(FM) St. John, all Ind.; WDCN-TV Nashville; WKNO-TV Memphis; WKPC-TV Louisville, Ky.; WSJK-TV Sneedville, Tenn.; WTIU(TV) Bloomington, and WVUT(TV) Vincennes, both Ind.; WJLT-TV Lexington, and WATE Knoxville, both Tenn.; WAXD Georgetown, Ky.; WBAA West Lafayette, Ind.; WBFJ Woodbury, Tenn.; WHOP-AM-FM Houklineville, Ky.; WHUT Anderson, WIRC and WNAP(FM) both Indianapolis, and WILQ-AM-FM Frankfort, all Ind.; WJBE Knoxville, and WJCW Johnson City, both Tenn.; WTOR Hammond, Ind.; WKN Kingsport, Tenn.; WKKS Vanceburg, Ky.; WKXV Knoxville, and WKYZ Madisonville, both Tenn.; WLRC-AM-FM Muncie, Ind. WLBJ Bowling Green, Ky.; WLBNT Lebanon and WLCK Scottsville, both Ky.; WLBC Lenoir City, Tenn.; WRI-AM-FM Benton, Ky.; WERK Muncie, and WGL Ft. Wayne, both Ind.; WGOV Chattanooga; WHAI-AM-FM Shelbyville, Tenn.; WHAS-AM-FM Louisville, Ky.; WHBU Anderson, Ind.; WHDM McKenzie, Tenn.; WILS Hartford, Ky.; WLSB Conerhill, Tenn. WLYV Ft. Wayne, Ind. WMTN Morristown, and WMTS-AM-FM Murfreesboro, both Tenn.; WNGO-AM-FM Mayfield, Ky.; WOCH-AM-FM North Vernon, Ind.; WOMI-AM-FM Owensboro, Ky.; WOWO Ft. Wayne, Ind.; WPIP Collierville, Tenn.; WRSW Warsaw, Ind.; WFSO Somerset, Ky.; WTCA-AM-FM Plymouth, WTCJ Tell City, WYAK Paoli, WCRD(FM) Bluffton, and WFBM-FM Indianapolis, all Ind.; WFUI-FM Fulton, Ky.; WHIT-FM Huntington, WHME(FM) South Bend, and WJMK(FM) Plainfield, all Ind.; WJRS-

FM Jamestown, Ky.; WKJG-FM-TV Fort Wayne, Ind.; WKTA(FM) McKenzie, Tenn.; WLAP-FM Lexington, WLCK-FM Scottsville, WLJC(FM) Beattyville, and WMSK-FM Morganfield, all Ky.; WOPI-FM Bristol and WORM(FM) Savannah, both Tenn.; WPRF(FM) Terre Haute, Ind.; WSAC-FM Fort Knox, Ky.; WTHI-FM and WVIS(FM) both Terre Haute, Ind.; WWXL-FM Manchester, Ky.; WYSH-FM Clinton, Tenn.; WECI(FM) Richmond, Ind.; WMKY-FM Morehead, and WAVE-TV Louisville, both Ky.; WFIE-TV Evansville, WTHI-TV Terre Haute, both Ind.; WTVQ(TV) Chattanooga; WTVV(TV) Evansville, and WTWO(TV) Terre Haute, both Ind.; WKAS(TV) Ashland; WKGB(TV) Bowling Green; WKHA(TV) Hazard; WKLE(TV) Lexington; WKMA(TV) Madisonville; and WKSO(TV) Somerset, all Ky.; WKZT(TV) Elizabethtown, all Ky.; WHBQ-AM-FM Memphis; WKMR(TV) Morehead, WKMU(TV) Murray, WKON(TV) Overton, and WKPI(TV) Pikeville, all Ky.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WTRQ-FM Dyersburg, and WYFY-FM Columbia, both Tennessee; WBKY(FM) Lexington, Ky.; WANE-TV Fort Wayne, Ind.; WDEF-TV Chattanooga; WEBM-TV and WISH-TV, both Indianapolis; WLAC-TV Nashville; WLWI(TV) Indianapolis; WNDU-TV South Bend, WPTA(TV) Roanoke and WTTV(TV) Bloomington, all Indiana; WSEV Sevierville, Tenn.; KAPB Marksville, KASO Minden, KVCL-AM-FM Winnfield and KWRG New Roads, all Louisiana; WAGL Lancaster, S.C. WAUG Augusta, Ga.; WCOC Meridian, Miss.; WEIF Moundsville, W.Va.; WJAM Marion, Ala.; WMEL Pensacola, Fla.; WOTW Latrobe, Pa.; WSMR New Orleans; WVOM Iuka, Miss.; and WYAL Scotland Neck, N.C. Actions, July 31.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KTSC(TV) Pueblo, Colo., to Jan. 28, 1971; WSIE(FM) Edwardsville, Ill., to Oct. 1; WFYI(TV) Indianapolis, Ind., to Jan. 28, 1971; WHYN-FM Springfield, Mass., to Jan. 16, 1971; WTCN-TV Minneapolis to Jan. 28, 1971; KSMO-TV Anacosta, Mont., to June 17, 1971; KEON(FM) Sparks, Nev., to Jan. 24, 1971. Action July 28.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WDHN(TV) Dothan, Ala., to May 20, 1971; KSTP-TV St. Paul to Feb. 5, 1971; WKNO-TV Memphis to Feb. 5, 1971; KUED(TV) Salt Lake City in Feb. 5, 1971. Action Aug. 5.

Other actions, all services

■ FCC granted CBS Inc. authority to continue to deliver network radio and TV programs to stations in Canada. Petition by WBEW Inc., licensee of WBEW-TV Buffalo, N.Y., (CBS-affiliated TV station) to deny authorization was denied by commission. Action Aug. 7.

■ FCC adopted, in response to petition by National Association of Broadcasters and requests by individual broadcasters, notice of inquiry and notice of proposed rulemaking for possible amendment of rules regarding operator requirements for AM and FM stations to explore ways to relax routine operator requirements and improve quality of supervising first-class operator (Doc 18930). Action July 29.

■ FCC postponed effective date of amendments relating to FM and TV non-commercial educational stations until Sept. 30. Effective date had been Aug. 4. Action July 31.

■ Hearing Examiner Chester F. Naumowicz in San Francisco, (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, ordered interrogatories 2(e) and 3 satisfied by Chronicle's offer to exchange investigative reports, and interrogatory 5 shall be answered (Doc 18500). Action Aug. 4.

■ WFAN-TV and WOOK(AM) both Washington—Hearing for renewal application of United Television Co. for its UHF station WFAN-TV, ch. 14, Washington, and of United Broadcasting Co., for its AM WOOK, Washington, and mutually exclusive application of Washington Community Broadcasting Co. for 1340 kc will be resumed on July 27. Hearing had been stayed in an order adopted July 6, because of unavailability of hearing examiner. Action July 23.

Translator actions

■ Broadcast Bureau granted CPs for following UHF and VHF translators: County of San Bernardino, County Service Area #29 Translator Division, Lucerne Valley, Calif., to serve Lucerne Valley, Calif., on ch. 76 by broadcasting KNXT(TV); ch. 78 by broadcasting KNBC(TV) and ch. 80 by broadcasting KABC-TV, all Los

(Continued on page 70)

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Help Wanted 30¢ per word—\$2.00 minimum.

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Before school starts and before you endure another long cold winter make that move to Florida now! A beautiful tropical city on the ocean working with the best radio station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume! Yes... management opportunity but prove yourself first!

Exceptional opportunity for experienced local radio sales manager at well established, highly profitable midwestern station, number one in market, MOR format. Company stock listed. Fringe benefits, including company paid profit sharing plan, life, hospitalization and disability insurance. Salary plus incentive bonus. Successful applicant must have previous personal and administrative sales experience... this is a lifetime position and opportunity. Send resume, references and other important information to Box H-116, BROADCASTING.

New jungle company in the midwest needs on the road salesman to develop nationally. Young and creative, this company offers a superior product at extremely competitive rates. An excellent chance to get in on the ground floor of what will be the nation's number one production house. Must be willing to work yours as well as neighboring states. We've got a quality product, now here's your opportunity to sell it! Box H-165, BROADCASTING.

Salesman looking for opportunity. Midwest station needs one salesman to cover the area and one additional salesman in town. We offer nice fringe benefits and an opportunity to earn better than average earnings. If you can do play-by-play you'll earn even more. Only those who aren't afraid to make ten calls a day need apply. Send complete resume, past sales history and salary requirements to Box H-173, BROADCASTING.

Leading Chicago FM station has immediate opening for ambitious salesman with strong agency experience. Take over top agency list. Earnings unlimited, with excellent salary plus commissions. Many benefits for the man who qualifies for this high income opportunity. Box H-235, BROADCASTING.

First class ticket-sales-announcing helpful; KHII-Willcox, Arizona.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low KISS/KSMN Mason City, Iowa.

Real opportunity, number one, AM MOR station, 200,000 plus population, metro New England two station market. Large potential account list. Excellent guarantee against 15% commission. Fullstet fringe benefits. Send resume, photo, work and credit references. WCAP, Lowell, Mass. 01852.

Experienced salesman for fulltime AM station in Richmond, Va. Start with \$10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Lund, WENZ, 111 N 4th St., Richmond, Va. 23219.

Sales continued

Media rep by WLEE, Richmond's #1 contemporary station. Excellent account list. Large group owner. Top fringe benefits including profit sharing, retirement. High commissions. Move up to number one. Experienced self-starter. Call Howard Keller 703-288-2835 or write WLEE, P.O. Box 8477, Richmond, Va. 23226.

Announcers

Medium market station looking for P.D. to help regain lost numbers—excellent opportunity for right man—mild climate—salary commensurate with background & ability—personal production important. Send resume, tape and photo to Box G-208, BROADCASTING.

All-around men, announcing and production. Need experienced up-tempo MOR personality with play-by-play ability. Ideal working conditions in modern studios. Number one AM in expanding county near large eastern metro market. Good salary and fringe benefits. Box H-61, BROADCASTING.

Announcer-copywriter-newsman. South Carolina regional station has opening for September. Prefer experienced applicant, but will consider all applications. Send resume, photo, tape that will be returned. Salary open depending on qualifications and experience. Agricultural area, hour's drive from beach. Write Box H-118, BROADCASTING.

Ohio major market swingin' MOR has fine opportunity for experienced personality. Should have interest in music programming. Send tape, picture and resume. Box H-188, BROADCASTING.

Announcer with first class ticket for MOR small market in the East. We want versatility. Send 7 1/2 tape and details of experience to Box H-200, BROADCASTING.

Interesting person is how we could best describe the radio air talent we are seeking. Previous track record as an announcer should show the capability of winning in a very competitive Midwest major market. We have the best of working conditions and an outstanding employee benefit program. Send resume of experience, audition tape and salary history to Box H-215, BROADCASTING.

Lively, happy morning men for MOR adult audience. Stable, group operation. First phone preferred, no maintenance. Excellent medium-sized midwest market. Good staff, good equipment, we need a good man. Could handle talk show, too. Send brief resume now, will arrange interview in confidence. Box H-219, BROADCASTING.

Penna. 10,000 watt, contemporary music station needs one experienced, upbeat night man. No screamer... strong on news and commercials. Excellent working conditions and complete fringe benefits. Salary based on ability and experience. Send tape, resume and salary requirements with first reply to Box H-222, BROADCASTING.

Virginia, 125,000 market. Bright MOR. Need mature personality to do four hour shift and commercial production. No beginners, please \$125/week. Send aircheck, photo, resume first letter. Box H-236, BROADCASTING.

Information station needs morning man. Top pay. Send tape and resume. Open now KOZY Moberge, S.D.

Unusually good smaller market station needs morning drive personality to gather local news, conduct interviews, produce "actualities", and do bright, informative morning show. This station has been responsible for developing several nationally known heavyweights. Must be bright, aggressive, stable, articulate and mature. Contact Buddy Deane, KOTN, Pine Bluff, Arkansas.

WBRO AM/FM, Augusta, Georgia, 30903, is accepting applications for the morning show. 24 hour personality contemporary station with top equipment and working conditions. Solid number one for nine years. A friendly professional operation. Send tape and resume to Harley Drew, Box 1443.

Top 10 market east coast rocker seeking experienced pro to fill excellent time slot. Must be hard working, dedicated and mature. Excellent references and a stable record a must. Send tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Virginia. No phone calls please.

Announcers continued

Wanted—experienced, aggressive young man to direct announcing staff at 50 kw contemporary station. Contact Johnny Eagle, WFLI, Chattahoochee Tennessee 37419—Phone, 615-821-3555.

Announcer, radio. Modern country deejay. Excellent working conditions with group ownership. Good salary, other benefits. Sharp, with good voice and commercial delivery. First phone license required. Contact Mr. Hill, WJAZ Radio, Albany, Georgia.

We need you but we won't promise anything we can't deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write Arch Harrison, WJMA, Orange, Va. 22960.

Format MOR station needs evening and week-end announcer. 40-hour, 5-day week. Run own board. No ticket needed. Full benefits. Rush tape and resume to: Program Director, WROW, Albany, New York 12201.

Wanted. An announcer with "rock" background. Copy writing experience necessary! Send resume, tape and salary requirements in first letter. Tad Murray, WSAC Radio, Box 70, Fort Knox, Kentucky 40121.

Replacement needed for announcer being promoted in our corporation. Better than average salary, forty two hours, five day week. All fringe benefits with this multiple ownership. Must be strong on commercials and good board man. MOR music policy. Immediate opening. Good opportunity for reliable man. Send recent tape, picture, and complete experience record and all personal information including references. No phone calls but include phone number. Address Hal Barton, P.D., WTAD Radio, Quincy, Illinois 62301.

Building permanent, happy staff, need first phone announcer with mature voice, no floater or "character" will fit. 5 kw daytime plus FM, MOR, 50 miles from Detroit. Send resume and tape to WTHM Lapeer, Michigan 48446 (313) 664-8555.

If you're experienced, if you have a first class license, if you would like living in a small town in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7 1/2 audition tape to WVVC, Summerset Pa 1550*

Rare opening for better than average beginner that wants to start at the bottom and move his way up with progressive FM in small, beautiful Indiana community. We offer unlimited future for the hard working, intelligent applicant. 219-244-7700.

You're in your twenties... loaded with soul... a great swinger for the morning slot... 80, soul brothers, send your audition's, photo's, resume to Dave Oliver, P.O. Box 5156, Chattanooga, Tennessee, Now! No phone calls please.

Small market radio, need 1st phone who would like to do sales and service work, preferable 30 or over, no limited age, good working conditions, beautiful location to live for the right person, send all correspondence to Dr. C. C. Smith, 389 Glenn Avenue, West Liberty, Ky. 41472.

Technical

Chief engineer, AM/FM multi-station chain. Excellent salary, paid hospitalization and advancement opportunities. Box H-84, BROADCASTING.

Chief engineer for AM and FM, Washington, D.C. area. Also, opening for qualified operating and maintenance technician. Mail complete resume with references. BROADCASTING Box H-167.

Major market group owned and operated 50 kw station is interviewing candidates for staff technician recording and production. Experience essential. Salary commensurate with experience first phone. Box H-229, BROADCASTING.

Tacoma calling: KTAC 10,000 watt 850 KC rocker needs chief engineer for 4 antenna directional remote operation plus FM. Man must be able to climb towers. Prefer Northwest man with rock-lock experience and sound know how. Contact: Jim Neely, General Manager, 296-475-7737.

Technical continued

Chief engineer, radio. First phone license, maintenance experience required. Excellent working conditions with group ownership. Good salary, other benefits. Some announcing. Contact Mr. Hill, WJAZ Radio, Albany, Georgia.

Engineer for top eastern independent, good technical man to build and maintain equipment, 1st ticket. No announcing. Call chief engineer: 215-696-3690.

News

Important station in York-Lancaster-Harrisburg area needs professional, hard working news director. Nice area to live. Interesting area for a newsman. Send tape, resume, salary requirements to Box H-208, BROADCASTING.

Midwest station in top 15 market looking for an aggressive, dedicated newsman. Previous experience must show ability to seek, write and report local news. Facilities and employee benefits program. Send resume and audition tape to Box H-216, BROADCASTING.

Large, medium market station in Midwest wants experienced newsman to join seven-man news staff. Man we are seeking must be an excellent writer, reporter and air man. Send resume, air check and writing samples to: Jerry Reid, News Director, KSTT, Inc., P.O. Box 3788, Davenport, Iowa 52808.

Northeastern New York CBS affiliate needs news director who is fully qualified and experienced in interviewing, and in gathering, writing, editing and delivering news and editorials on the air. We offer a permanent position, comfortable salary, automobile, dominant coverage, and 35 year reputation for outstanding news. Send resume, salary requirements, tape, photo and sample stories airmail to: Lewis Edge, WEA-V AM/FM, Plattsburgh, N.Y. 12901. The Plattsburgh Broadcasting Corp.

New owner: "Build me a winner!" Want to help? I'll expect a lot. CBS talker for Hartford. Young, exciting staff. Chuck Crouse, News director, WINF, Manchester, Conn. 06040.

Programing, Production, Others

Professional basketball play by play—Top rated station in top 30 market with heavy sports involvement seeks top caliber sports director to originate network broadcasts, do daily sports show as well as cover other top-flight sporting events year round. Send tape, resume airmail to Box G-209, BROADCASTING.

Sports director must be able to dig out the local sports news over a wide area. Play-by-play of all sports. Emphasis on high school. Big station in small town covering a big area. Job is 80% sports and 20% production and board work. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

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.

K/ONE, Reno, Nevada changing format to Town & Country sound. Need experienced C & W PD-music director. Send resume and tape to Dave Newman, K/ONE, Box 1928, Reno, Nevada, or call (702) 329-9261.

Station executive, well-organized, and experienced in administration and programming, for year-round public stereo station. M.A. preferred. Opportunity for free graduate work. Send picture, tape, and resume to WFSU-FM, Florida State University, Tallahassee, Florida 32306.

Wanted: Operation director for 200,000 market—no. 1 AM rocker—FM automated MOR. Must be qualified in all phases of radio. Excellent location and opportunity. Call or write—General Manager, WSAC, Box 70, Fort Knox, Kentucky 40121, 502-351-3121.

Contemporary program director for hit-bound Indiana day timer. Must have successful programming experience and no audience analysis or have five years contemporary experience right voice first phone talk show ability helpful. 317-664-9466.

Situations Wanted

Management

Operations director or publicity position sought. Energetic, medium market administrator, under 30. Background: AM&FM stereo programming . . . news . . . promotion . . . personnel . . . sales . . . public affairs. Degree. Married. Stable. No announcing desired. Midwest, East. Box H-198, BROADCASTING.

Management continued

WQAM veteran seeks pd post. Mature pro with ideas, ability, personality, and 1st phone to head up believable top 40 operation. Morio—innovation. Earliest postmark wins! Box H-213, BROADCASTING.

Everyone has to start somewhere, as long as it's not at your station. Right? 312-282-0621. Box H-243, BROADCASTING.

Experienced radio general manager. Corporate group policy differences forced change. Want opportunity to manage station to meet local needs. My way made money. Today station is reportedly in red. More on how we can make more money together when we meet. Box H-246, BROADCASTING.

Because I was too successful, I "resigned" as general manager in million-plus eastern market. If a record of significant success in broadcasting doesn't frighten you, send for my resume—and let's get together soon. Broadcasters only—please answer. Box H-250, BROADCASTING.

Once in a lifetime managerial buy! Reduce station overhead with this ten year pro, top ten personality, programming, engineering—first phone & sales. Will run entire station operation, or top notch programming and/or engineering department increasing station signal and producing polished sound, with greater revenues and ratings. Documented proof of major market rating success. I can put you on top! W. Matchek, 35 Grandview, Daly City, California 94015. 415-755-2102.

Programer wants to locate in competitive market. Will build proven good music format. 413-442-1283.

Sales

Seek sales position with play-by-play possibilities. College, 30's, 1st. Experience in both sales and management. Box H-191, BROADCASTING.

Twenty-three year old, draft-exempt, single, go-getter seeking a challenging position. Will go anywhere for the right price, experience in sales, production, continuity, traffic. Two years solid experience as news director with sports and play-by-play knowledge. Solid references, tight board. Third endorsed. Resume and tape by request. Box H-225, BROADCASTING.

Announcers

First, MOR, New York, Florida, anywhere. 315-478-8896. Box H-5, BROADCASTING.

Black P.D. or operations manager. 6 yrs. experience, first phone fast pace, college, draft exempt, married. R&B's with low ratings. Answer now. Box H-103, BROADCASTING.

Let me be me at your station and we'll both make money. Experienced announcer. Box H-125, BROADCASTING.

First phone, music director, college graduate, have tight board prefer up tempo MOR. Young, married, draft exempt, no floater. Box H-148, BROADCASTING.

Experienced personality, 1st phone, looking for morning or drive position. Midwest, East. Humorous, unique format. Box H-152, BROADCASTING.

Progressive FM—5 years experience radio, covering MOR, news, talk show, progressive rock (2 years). 23, third phone, 5 years college, single, draft-free. Salary open. Prefer West coast. Available Mid-September. Box H-154, BROADCASTING.

Drive jock at top 10 rocker is looking. Prefer air work in major but will consider air and/or P.D. job in medium. Salary negotiable. Box H-184, BROADCASTING.

Announcer. Negro. Have talent. Will travel some. Experience. Very ambitious. Tape, available. Box H-190, BROADCASTING.

1st phone—23 yrs. old with family, 3 yrs. experience, over 2 yrs. of college, and a veteran—in West top 40 and MOR. Tape and resume available. Box H-192, BROADCASTING. 209-537-0838, Calif.

Announcer—first-salesman, seven years experience. Single, forty. Wish return to radio. State salary. Available now. New York state preferred. Box H-193, BROADCASTING.

First phone! Quality music audience 35 to 59. Twenty one years experience. Evenings or midnights. Married. Age 48. 219-436-8781. Box H-202, BROADCASTING.

Contemporary personality with proven results. Heavy production and programming experience in medium market. 1st class. Sings proven station and good salary. Box H-204, BROADCASTING.

First phone. Four years experience. Completing military service late September. Want to work and finish school in southeast, medium market, university town. Write, Box H-207, BROADCASTING.

Announcers continued

Experienced, reliable and hard working top 40 dj with first phone. Desires medium market top 40 station, job security, at least \$550.00 per month, a five and six hour airshift and some production. Let's get together! Write: Box H-209, BROADCASTING.

Disc jockey—salesman, aggressive, experienced, dependable, versatile, third endorsement. Box H-211, BROADCASTING.

Sincere warm announcer, family man, want to settle. Box H-224, BROADCASTING.

DJ/announcer: experience working with MOR and top 40; tight board. News, commercial delivery and quality production. Available immediately. Box H-227, BROADCASTING.

Experienced announcer . . . mature . . . seeks overseas position . . . presently employed . . . family man, 1st phone . . . prefer moderate climate. Box H-228, BROADCASTING.

Announcers: Experienced, dependable, tight board. Broad background, social work, psychology and sales. Bilingual. Authoritative newscaster, sports-caster. Available immediately. Box H-238, BROADCASTING.

Spectacular sale! Hire one person, receive first phone, solid experience, newsman, DJ (or Combo), immediate availability, honesty, dependability. No outside selling; maintenance. Offer definitely limited to areas reasonably close to N.Y.C. (Jersey-Connecticut-Suburbia). State offer in first letter. Box H-239, BROADCASTING.

MOR/country announcer/newsman. 1 year experience. Prefer east. Dependable, friendly. Box H-240, BROADCASTING.

Veteran announcer, 40's, first ticket. Want job near city. Prefer 5 days. Good music format. Good anchorman. Also can assist with maintenance. Any area. c/o Box H-241, BROADCASTING.

Actor-singer-M.C. Ten years professional experience. Mature, family man, third endorsed. Broadcasting school grad. Live audition or tape, photo, resume on request. Box H-242, BROADCASTING.

Make "talk" vital to your community. Feedback that not only discusses the news but makes it. For the man who can do it and has the awards to prove it, write Box H-249, BROADCASTING.

Beginner, professionally trained, D.J. announcer newscaster, 3rd endorsed, stable, will relocate. Box H-253, BROADCASTING.

Mature, stable top-40 jock seeking relocation to New England. Ace production, top-flight news writing and delivery. Work on contract only. No theatering operations need reply. Write: Box H-255, BROADCASTING.

Experienced disc jockey-writer, third endorsed, 29, married, seeking medium market. Available now. Tape. Resume. Write: Obie Yadger, 6705 California, San Francisco, Calif. 94121. Phone: 415-387-0308.

First phone, vet., relocatable. Top 40, up MOR, bcst. school grad. Bobby Dean, 1926 Palm Ave., Net 1 City, Calif. 714-477-1429.

Stable family man with 11 years experience in announcing, sportscasting and P.D. work looking for permanent position. 319-366-3832 after 6 PM.

Announcer: 4 years news director, 3 years as P.D., 3 years staff announcer interested in change if money is right. If interested write or call me. General Delivery, Station A, Fuquay Varina, N.C. 27526. Phone 919-552-2189.

Experienced: Disc jockey and newscaster. Run a tight board. Navy veteran, married and will relocate. Presently employed in Lemoore, Calif. Looking for a fast growing rock station. 3rd endorsed working on first. Write 7339 - 20 1/2 Avenue, Lemoore, Calif. or phone 924-2421. Radio name: Jon Scott.

Beginner, 24, married, 3rd endorsed broadcast grad, tight board. Top 40, MOR preferred. Good knowledge of pop music. Looking for break, will relocate. Ralph Paul, 626 Gorges Lane, Philadelphia, Pa. 19128.

What else do you want? Reliable first phone seeks drive time for midwest or south. Nine years experience; family man. P.O. Box 45, Sedalia, Missouri.

1st phone, beginner, broadcast school trained, prefer southwest, 20 yrs. old, draft exempt, P.O. Box 44, Thief River Falls, Minnesota 56701, Phone 218-681-3337 after 5 PM.

A wise investment—3 years experience, high ratings, creative production—to investigate call 219-743-4611.

Situations Wanted

Announcers continued

I, the Red Baron; alias Athelror Phumpherdick, the Rotten Poet; Charles Fondue, Fondue the Magician, one of the greatest chefs of all times; Hol-Tsok-Tsok, Chinese Philosopher; am free. The Red Baron, who pens new songs, re-words old songs and reads so dramatically that he enraptures his women listeners. One can not afford not to have this affable, great MOR personality on your station. Simply call the Red Baron, 215-295-0667 in Pa.

Technical

Experienced first phone technician available immediately. Married, draft exempt, car. West, Midwest preferred. Box H-3, BROADCASTING.

Experienced chief engineer-announcer, \$140 week current earnings, available. Box H-8, BROADCASTING.

Chief engineer, air personality, medium market, directional. Desires position in small or medium market in mid Atlantic. Box H-166, BROADCASTING.

Engineer; experienced as chief on directionals; remote control, and construction. Now in Virginia. Box H-195, BROADCASTING.

Twenty years AM directionals, FM with stereo and automation. Construction and maintenance. Box H-203, BROADCASTING.

Retired Army man, first phone, good on maintenance and installation. Want to settle in Appalachia or South. Available now. Box H-220, BROADCASTING.

Have ticket—will work. Experienced in production, sales, and announcing. All replies answered. Prefer southern or western states. References furnished. Box H-226, BROADCASTING.

Engineer/maintenance, 20 yrs. experience AM, FM & TV, Collins radio 1-Kw 10-Kw Klystron transmitters. Family man in 40's prefer south and west. Will relocate. Archie Erickson, Box 221, Delhi, Iowa.

News

R-TV grad, University Illinois, seeks radio or TV news position. No commercial experience. Strong on writing, production, sports. Thorough, competent, married, 24. Box H-111, BROADCASTING.

Successful record building news departments. Want medium to large market. College graduate, married. Box H-142, BROADCASTING.

Currently working as writer in major market. Want to get back on the air. College degree. Young. Aggressive. Can do outside and inside work. Tape and resume on request. Reply Box H-171, BROADCASTING.

Army Captain, PIO, October discharge from Vietnam, seeks return to radio-TV news/sports. Wrote, produced, aired 60 Army TV interview documentary programs. Civilian educational, commercial, CATV news and play-by-play sports. Desires high emphasis news organization. A.B. English, 25, married, one child. Location open. Box H-205, BROADCASTING.

Professionalism, experience, maturity, dependability, what you're seeking? You've found it! Tired of eastern metropolitan rat race. Desire return west coast. 20-yr. news chief, interviewer, writer & MOR announcer. Children grown, just 2 of us. Temperate habits. Rural community okay. Salary important but secondary. At least 15 yrs. solid broadcasting ahead, want to do it in congenial atmosphere. Will accept some supervisory/training responsibility. Box H-233, BROADCASTING.

News, sports pro seeks responsible spot. College grad, 9 years experience. 602-723-4677.

15 year radio news background—seeking good news position south Florida or coastal southeast. Available now. P.O. Box 1281, Miami, Fla. 33101.

Beginner: With "the big voice" I 3rd endorsed. Production experience. Specializing in news. Will relocate. Ambitious hard worker. Call 305-944-6875 or write R. R., 1444 N.E. 150th Street, Miami, Florida 33161.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Lesing out to the competition? I have the format, creativity and knowledge to put you ahead. If you're willing to try something different, contact Box H-143, BROADCASTING.

Telephone-discussion (not debate) personality available to develop your needs immediately. Announcer background. Ten years with last medium market employer. Prefer mountains or healthy climate. (318) 422-1183 or Box H-252, BROADCASTING.

Programing, Production,

Others continued

First phone will PD/jock at New York state station. Adult oriented big sound rock/MOR. Details: Dave 315-455-1885.

Young, but very serious P.D. with outstanding record, searching for rocker in 50,000 plus market. My record talks. Charlie Brown, 806-266-8898.

Television Help Wanted

Management

New studios, full color facilities, strong network affiliation, good market, fine UHF signal. Need manager who can lead sales, control expenses, provide leadership, understand figures, and grow with a group operation. Write Box H-138, BROADCASTING.

Excellent opportunity for ambitious television executive to represent major broadcast corporations in their search for executives. Sales experience necessary and good knowledge of station operations. Interesting position with considerable corporate involvement. Income potential of \$50,000.00 per year. Send resume to Dr. White, Management Consultant, Box H-164, BROADCASTING.

Best opportunity in broadcast advertising and promotion. Major New England VHF net affiliate looking for advertising and promotion pro for #2 spot. Hard charger could be #1 soon. Must be strong in writing and TV production. Graphic sense a must. Send letter and resume today. Rush. Box H-223, BROADCASTING.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity you've been hoping for. Sales position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great hunting, fishing, winter sports. Drive to work in 10 minutes (maybe 5). Clean air. Healthy family area. College community. Friendly people. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Top upstate N.Y. group-owned CBS affiliate desires aggressive broadcast-oriented salesman with management potential. Salary plus commission, with many fringe benefits. Call: Sales Manager—315-474-8511.

Technical

Immediate opening . . . experienced TV transmitter engineer . . . Salary to \$180 per week, depending upon experience. Contact W. G. Alliss, C.E., KCRG Stations, Cedar Rapids, Iowa.

Chief engineer for ETV station at University of Alaska. Color TV knowledge necessary. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months, \$1500 per month. Open immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsmen. Ohio VHF with 20 man department. Must be experienced air man and reporter. An equal opportunity employer. Send picture and resume. Box G-266, BROADCASTING.

TV newsmen—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

T.V. news director for CBS affiliate in Southwest market. Responsibilities include anchorman for 5 and 9 pm newscasts and moderator for public service programs. Will consider an experienced number two man who wants to be news director. Forward complete resume, video tape and references to Box H-212, BROADCASTING.

Newsman for Radio-TV operation on Gulf Coast. Prefer man with ability to communicate with black citizenry. Please send resume, audio tape, picture and salary requirements to Box H-221, BROADCASTING. An equal opportunity employer.

Digging creative reporter needed for top rated Florida news operation. Also some anchor work. Box H-231, BROADCASTING.

Newsman, KFBC-AM-FM-TV, Cheyenne, Wyoming. Send tape, picture and resume to Ken Barker, News Director, B2001.

South Florida TV station. 1-reporter-photographer and 1-news editor-producer. Require journalism degree or comparable experience. Contact Paula Flagg, 305-751-6692. Equal opportunity employer.

Programing, Production, Others

New England public television network seeks producer-director with minimum three years experience in instructional and general programs. Must be a skilled cinematographer. Send resume with salary requirements to Box H-234, BROADCASTING.

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs and experienced in film, studio, and remote work. Send complete resume and salary requirements to Box H-251, BROADCASTING.

Studio crewman (cameraman, floorman, break director) for ETV station. \$7,000. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Producer-Director for major Alabama PTV production center feeding state ETV network. Minimum requirements include some experience and Bachelors degree or Masters without experience. An equal opportunity employer. Auburn Television, Auburn University, Auburn, Alabama 36830.

Television

Situations Wanted Management

Masters' degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV traffic/operations work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

Station manager. Strong management background with group and independent stations, both VHF and UHF—large and small markets. Best references. Box H-113, BROADCASTING.

Operations/program manager. Excellent references in every phase of both. Background includes affiliated and independent stations. Small to large markets. Box H-114, BROADCASTING.

Small/medium market. mgmt.—11 yrs., pgm., sales, promotion, PA, applications, ascertainment, billing, operations. Radio, TV, both. Box H-174, BROADCASTING.

Cable manager or regional manager. Wide experience all stages, all phases. Located central Florida, will relocate. Box H-194, BROADCASTING.

Announcers

TV variety show hostess available. University degree. Network experienced interviewer, news, commercials. Want local ratings? Write Box H-177, BROADCASTING.

Love affairs, city affairs, foreign affairs—I can swing with or against any viewpoint. Want talk show host or editorial delivery spot. 3 college degrees, 4 years foreign service, 5 years producer Emmy talk show. No encumbrances. Unique camera appearance. Box H-197, BROADCASTING.

Kid's show producer-host. Quality afternoon format for older youngsters. Box H-230, BROADCASTING.

First class TV announcer wishes to relocate to radio station; Calif. area. Box H-254, BROADCASTING.

Network caliber, Griffin type performer. Talented, top rated major market radio personality-musician looking for TV show. Can perform & produce as well as host. Play several musical instruments. Some TV experience. Magic, 35 Grandview, Daly City, California 94015—415-755-2102.

Technical

Broadcast engineer with 15 years experience in all phases of television looking for opportunity as chief engineer for station on the move. Box H-104, BROADCASTING.

Transmitter engineer desires position at mountain top residence site. Now in East, available immediately. Box H-196, BROADCASTING.

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News director. Top-notch anchorman, efficient, experienced news manager. Imaginative, creative production, both media. Outstanding record in community affairs, special events, documentaries. Finest references, VTR, resume available on request. Box H-52, BROADCASTING.

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South	metro	daytime	275M	29%	Wash.	metro	daytime	135M	neGo
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Fulltime AM in major east coast Florida market. Will be sold for under \$500,000 and for exactly what owner has invested in station. Good facility in good market. Owner forced to sell because of health. Principals only.

BOX H-206, BROADCASTING

NORTHEAST FULLTIME—Absentee ownership of Northeast fulltimer seeks manager who will invest. Up to 40% available for cash. We are looking for a capable, proven manager who will take charge and develop station to full potential. His investment will be his working capital. Minimum \$60,000 needed. Station now break-even . . . 5,000 watts fulltime . . . hour from New York . . . excellent market. Apply only if you have cash and track record. Box H-219, BROADCASTING.

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Desirable small market, grossing over \$125,000, real estate and building. Only all-cash offers considered from principals only.

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Daytime AM with class B-FM in fine growing market. Presently grossing \$200,000 annually and showing excellent earnings. Absentee owners would extend good terms on price of \$400,000.

BOX H-257, BROADCASTING

HAWAII AM

Excellent fulltime facility with long established ownership and reputation. Good billing and cash flow. Owner retiring. \$300,000 on lenient terms.

BOX H-258, BROADCASTING

SOUTHWEST DAYTIMER

One KW non directional facility with fixed 8 AM sign on. Located in a delightful small city amidst picturesque surroundings and enjoying a mild, healthful climate. Grossed \$75,000 last year. Asking \$137,500. Absentee owner anxious to sell and will entertain any reasonable offer with flexible terms.

BOX H-107, BROADCASTING

(Continued from page 62)

Angeles; Television Improvement Association, Ukiah, Calif., to serve Ukiah, on ch. 70 by rebroadcasting KBHK-TV San Francisco; Orofino TV Inc., Orofino, Idaho, to serve Orofino, on ch. 7 by rebroadcasting KXLY-TV ch. 9 rebroadcasting KREM-TV, and ch. 12 by rebroadcasting KHO-TV all Spokane, Wash. Action July 23.

■ Windom, Minn.—Broadcast Bureau granted CPs for UHF translators to serve Windom on ch. 75 by rebroadcasting KMSP-TV Minneapolis, and 79 by rebroadcasting WTCN-TV Minneapolis. Action July 22.

■ Review board in Glendive, Mont., translator proceeding, granted petition to enlarge issues, filed April 21 by Meyer Broadcasting Co., Glendive, Mont. (Docs. 18737-38). Action July 23.

■ Gatlinburg, Tenn.—FCC dismissed applications of Community Television System for license renewals of translators W12AC, W04AB, and W08BB for failure to prosecute; licenses cancelled and call letters deleted. In same action, commission dismissed applications of Community Television System for assignment of licenses of W12AC, W04AB, and W08BB, and application for license to cover CP for changes in W08BB. Translators were ordered to cease operation immediately. Commission said investigation had shown unauthorized transfer of stations to Gatlinburg TV Cable Inc., and unlawful operation of stations in violation of rules. Action July 22.

■ Gatlinburg, Tenn.—Broadcast Bureau granted Nationwide Communications Inc., Multimedia Inc. and South Central Broadcasting Corp. CPs for translators Action July 31.

■ K03CA Trout Lake, Wash.—Broadcast Bureau granted license covering operation of VHF translator K03CA to serve Trout Lake; granted CP to siding officer in place of Examiner Thomas H. Donahue who is retiring (Docs. 18130-2). Action July 28.

CATV

Final actions

■ FCC denied requests by American TV stations that CATV systems located near Canadian border be required to afford protection against carriage of U.S. programming released by Canadian TV stations before its release in United States. CATV systems involved carry both U.S. and Canadian TV signals. TV stations asked for either special program exclusivity or same-day exclusivity. Action Aug. 7.

■ Tallahassee, Fla., and Valdosta, Ga.—FCC granted petition by Clearview of Georgia Inc., Valdosta, Clearview of Florida Inc., Tallahassee, CATV systems, and Micro-Relay Inc., common carrier, for part-time carriage of distant signal of WATL-TV Atlanta, by micro-relay and for delivery of signal to CATV systems operated by Clearview of Georgia and Clearview of Florida Action July 29.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Fresno, Madera and Clovis, all California (Fresno Cable TV Co.) CATV proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer in place of Examiner Thomas H. Donahue who is retiring (Docs. 18130-2). Action July 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Pine Grove, Pa. (Pine Grove TV Cable Service) CATV proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer; and scheduled prehearing conference for Sept. 10 and hearing for Oct. 12 (Doc. 18926). Action July 27.

Ownership changes

Applications

■ KFRE(AM) Fresno, Calif.—Seeks assignment of license from Triangle Publications Inc. to KFRE Broadcasting Inc. for \$875,000. Sellers: Walter H. Annenberg and family. Buyers: Walter B. Lake, president (75%), Albert J. Allegretti and Joseph B. Allegretti, vice president (25% jointly). Mr. Lake owns 10% of KSLY(AM) San Luis Obispo, Calif. Albert J. Allegretti owns manufacturer of lawn and garden products. Joseph Allegretti is secretary-treasurer of that company. Ann. July 21.

■ KSCJ(AM) Sioux City, Iowa—Seeks assignment of license from Perkins Brothers Co. to G and G Broadcasting Inc. for \$405,000. Sellers: Elizabeth Sammons, president, et al. Buyers: Mr. and Mrs. Raymond Grandle, president and secretary-treasurer respectively (85% jointly) and Wilmer W. Grabau, vice president (15%). Mr. Grandle is manager of WXOM-TV La Crosse, Wis. Mr. Grabau is assistant general manager of WSDR(AM) Sterling, Ill. Ann. July 21.

■ KLPL(AM) Lake Providence, La.—Seeks assignment of license from Radio Services Co. of Lake Providence to Lake Providence Broadcasting

Co. for \$85,000. Sellers: Emmet Holmes McMurry Jr. and Frank Wilson Baldwin, co-owners. Buyer: Bendell Enochs, sole owner. Mr. Enochs is general manager and owns 14.66% of WDXL-AM-FM Lexington, Tenn., and is secretary-treasurer and owns 33 1/3% of WBOL(AM) Bolivar, Tenn. Ann. July 21.

■ WPOR-AM-FM Portland, Me.—Seeks assignment of license from Hildreth Broadcasting Co. to Ocean Coast Properties Inc. for \$240,000. Sellers: Walter L. Dickson, vice president, Harland E. Blanchard, treasurer, et al. Buyers: Phil Corper, president-secretary; Roy Edwards, treasurer-vice president; Charles G. Smith and Robert O. Delaney, (22.06% each) and Robert James Gold, vice president, (11.76%). Messrs. Corper and Edwards are vice presidents of HR Television Inc. Mr. Gold has an advertising agency. Mr. Smith is a private investor. Mr. Delaney is vice president of industrial supply company. Ann. Aug. 7.

■ WLBS(AM) Centerville, Miss.—Seeks assignment of license from E. Al Robinson to Amite Broadcasting Co. for \$7,500. Principals of Amite: Billy M. Brunt, sole owner. Mr. Brunt is chief engineer and general manager of WLBS. Ann. Aug. 7.

■ WOHI(AM) East Liverpool, Ohio—Seeks assignment of license from Constrandor Corp. to Ohio Broadcasting Corp. for \$215,000. Principals of Ohio Broadcasting: Roger A. Neuhoff, president, et al. Mr. Neuhoff owns 75% of WHAP(AM) Hopewell, Va. Ann. Aug. 7.

■ KFDDX-TV Wichita Falls, Tex.—Seeks assignment of license from Wichtex Radio & Television Company to Clay Broadcasting Corp. of Texas for \$5,050,000. Sellers: D. A. Cannon, president, et al. Buyers: The Charleston Mail Association, publisher of the *Charleston (W. Va.) Daily Mail* (80%), Lyell B. Clay, president and director and Paul A. Brissette Jr., vice president, director, and general manager (10% each). Clay Broadcasting Corp. is licensee of WWAY(TV) Wilmington, N.C. Mr. Clay has real estate and motel interests. Ann. July 30.

■ WRDB-AM-FM Reedsburg, Wis.—Seeks transfer of control of Sauk Broadcasting Corp. from Willard R. Schuetze, Kenneth W. Stuart and Doran R. Zwygart (as a group, 100% before, none after) to Goetz Broadcasting Corp. (none before, 50% after), Robert Ableman (none before, 10% after) and John H. Hackman (none before, 40%). Consideration: \$50,000. Goetz Broadcasting Corp. is licensee of WDLB-AM-FM Marshfield and WFAM-AM-FM Fort Atkinson, all Wisconsin. Robert Ableman is assistant secretary and director of Goetz Broadcasting Corp. and partner in accounting firm. Mr. Hackman is station manager of WDLB-AM-FM. Nathan L. Goetz and Robert Goetz are owners of Goetz Broadcasting Corp. and Goetz Theatres and restaurant. Ann. Aug. 7.

Actions

■ WRSV(FM) Skokie, Ill.—FCC granted transfer of control of Radio Skokie Valley Inc. from Mrs. M. Earlene Stebbins (70% before, none after) to Bonneville International Corp. (30% before, 100% after). Consideration: \$479,000. Principals of Bonneville: Arch L. Madsen, president et al., 100% owned by the Church of Jesus Christ of Latter Day Saints. The Bonneville stations are KSL-AM-FM Salt Lake City; KIRO-AM-FM-TV Seattle; KBIG-FM Los Angeles and KBIG(AM) Avalon, both California; KMBZ(AM) and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York and international shortwave station WNYW(AM) Scituate, Mass. Action Aug. 5.

■ WZMF(FM) Menomonee Falls, Wis.—Broadcast Bureau granted transfer of control of Falls Broadcasting Corp from Kenneth E. Mayer (33 1/3% before, none after) to Ronald F. Amann (33 1/3% before, 66 2/3% after) for \$130,500. Action Aug. 4.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Aug. 11. 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 *italic*.

■ North Little Rock, Ark.—Coaxial Communications Inc. (multiple-CATV owner), Gainesville, Fla., has applied for a franchise.

■ Inglewood, Calif.—City granted a franchise to Cablecom-Generat of Southern California, division of Cablecom-General Inc. (multiple-CATV owner), Colorado Springs.

■ Crawfordsville, Ind.—Crawfordsville Community

Cable Corp. has been granted a two-year deferred payment reduction by the town Board of Public Works and Safety in lieu of "temporary economic hardship." Action calls for a reduction of the firm's payment to the town from 8% of gross receipts to 4%. The deficit is to be made up after the two-year period.

■ Topeka, Kan.—Cablecom-General Inc. (multiple-CATV owner), Colorado Springs, has been awarded a 20-year franchise.

■ Biddeford, Kennebunk, Kennebunkport, Kittery, Ogunquit, Wells and York, all Maine—Franchises have been requested by Coastal Cable and Antenna Co. (multiple-CATV owner), Portland, Me.

■ Milton, Mass.—Nicholas W. Russo, president of Gadabout Gaddis Productions, Milton, has requested a franchise.

■ Ann Arbor, Mich.—The Michigan Communications Group (multiple-CATV owner), Ypsilanti, Mich., has been awarded a 15-year franchise. The firm will pay Ann Arbor either \$4,800 or a percentage of the gross receipts, whichever is greater. An installation fee of \$15 will be charged, with each subscriber paying \$5 a month. Additional units will cost \$1.50 per month, plus \$5 for hook-up. FM service will be provided at extra charge.

■ Benton Harbor and St. Joseph, Mich.—Aman Khan, representative of Programmed Information Relay Institute, St. Joseph, has requested franchises in the two cities. The firm would give the cities 2% of gross receipts. Subscribers would be charged \$19.95 for installation and \$5.45 monthly for service. Installation for each additional unit would warrant an additional fee of \$5; monthly service charge, per additional unit would increase by \$1.25. Both requests are for nonexclusive franchises.

■ Bloomsbury, N.J.—Cablevision, Easton, Pa., has been granted a franchise.

■ Jersey City, N.J.—Goodson-Todman Cablevision Inc., New York (multiple-CATV owner), has requested a franchise. The firm would pay Jersey City an annual license fee of \$1,500 plus 5% of gross monthly receipts. Subscribers would be charged \$15 for installation and \$5 per month for service.

■ Mahwah, N.J.—Vision Cable TV Inc. has requested a franchise.

■ Morristown, N.J.—WYNY-AM-FM-TV Newark, N.J., has requested a franchise. Subscribers would pay from \$5 to \$20 for installation and a monthly service charge of \$5.

■ New York—Two firms have been awarded franchises to operate within the entirety of the city. Recipients are Manhattan Cable Television and Teletromper Corp. (both multiple-CATV owners), both New York. Franchises are non-competitive and run for 20 years. Both firms are to pay the city 5% of gross receipts for CATV and 10% for all other services. An initial yearly minimum payment of \$75,000 will be made, increasing to \$350,000 on a gradual basis. Subscribers' fees are expected to be \$20 for installation and \$5 monthly. Both firms currently operate systems in separate portions of the city.

■ Bethlehem, Pa.—Service Electric Cable TV Inc. (multiple-CATV owner), Mahanoy City, Pa., has been awarded a franchise. The firm will charge subscribers \$1.25 per month for service for the first year, and \$1 monthly after that.

■ Uniontown, Pa.—Fayette TV Cable Co., Uniontown, has been granted permission to raise its monthly rates from \$4 to \$5 for primary connections and from 80 cents to \$1 for secondary connections. The town council respectively raised the firm's franchise payments from 3 to 4% of the annual gross receipts. Action takes effect Jan. 1, 1971. There are to be no further rate increases for a period of at least three years.

■ Bridgeton, Pa.—D J Cable Co. (multiple-CATV owner), Nazareth, Pa., has requested a franchise for residents in areas of the township living near the Delaware River.

■ Belle Fourche, S.D.—South Dakota Cable TV Inc. (multiple-CATV owner), Rapid City, has been awarded a franchise in a public referendum.

■ Deadwood, S.D.—South Dakota Cable TV Inc. (multiple-CATV owner), Rapid City, is seeking a franchise for 20 years.

■ Lead, S.D.—South Dakota Cable TV Inc. (multiple-CATV owner), Rapid City, has been awarded a 20-year franchise.

■ Redfield, S.D.—TV Signal Co., Redfield, has been awarded a franchise by public ballot.

■ Bunker Hill, Tex.—Phonoscope Community Television Inc. (multiple-CATV owner), Galveston, Tex., has requested a franchise.

■ Shenandoah, Va.—American TelSystems (multiple-CATV owner), Bethesda, Md., has been awarded a franchise.

■ Tumwater, Wash.—Telecable Corp., franchise holder in the city, was authorized by the city council to raise its monthly rates 50 cents, to \$5.90. Telecable had requested a \$1 rate hike.

■ Menasha, Wis.—The Marcus Corp. has requested a franchise.

News continued

News director of 17 years experience. 12 years in top 10 markets. Currently news director of top radio operation. Interested in smaller market TV/radio news position. Box H-199 BROADCASTING

Enthusiastic college graduate, network, newsdesk experience, seeks reporting/writing position with growing news operation. Box H-210, BROADCASTING

TV news director, strong management and air, offers quality, experience and results. Box H-214, BROADCASTING

My 15 years of experience in news reporting, gathering and writing could be of considerable value to your station . . . if you have an operation that takes pride in its news. I am currently reporting television news in a major market . . . having joined this station after five and a half years with CBS. I would like to join a solid news operation as either news director or anchorman. Will forward resume, VTR or SOF on request. Box H-244, BROADCASTING

70 years great with daily weekly sat seeks TV radio news spot; has some radio exp. Thomas Sprick 17 Rorington Ave Clifton N.J. 07011

Programming, Production, Others

Award winning, enthusiastic, operations mgr. P.D. in major market desires new challenge. Background in all phases of TV and advertising including art, photo, cine, live, programing, production, layout, copy, film buying and scheduling as well as staff management. Will consider any position, any market, in any locale including CATV. Excellent references. Contact: Box H-139, BROADCASTING

Producer/director. Degree. Experienced live/remote Top 30 market. Box H-201, BROADCASTING

Director, producer, scenic & lighting designer, special effects specialist, photographer, announcer. Hire one: get them all! Box H-232, BROADCASTING

TV promotion director. Six years solid medium market experience in all phases of operation, including sales promotion and public service. Especially strong with creative on-air and publicity. Married, dependable, skilled. Now in midwest and prefer to remain. Box H-237, BROADCASTING

Recent telecommunications graduate seeks employment in television production. Resume and references available on request. Address: Michael Nash, 4511 Granada Blvd., Cleveland, Ohio 44128, Phone (216) 475-5083

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Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Isurbide St., Laredo, Texas 78040.

Need four used Novelt. K-70 color camera chains. Contact Hillview Associates, 815 Douglas Ave., Redwood City, California 94033, (415) 365-2002

Marti gear and good console P.O. 472, Marshall, Minnesota 56258.

FOR SALE Equipment

Rigid Transmission Line—6 1/8" 50 ohm, 20 ft lengths, Ranged, Andrews 573 unused 500 ft available—bargain. Sierra-Wester—Box 23872, Oakland, Calif. 94615. Tele: (415) 832-3527.

RCA TK-30 and TK-31 image orthicon cameras, RCA IR-2 and IR-3 videotape recorders, plus many incidental television facilities, inc., Box 396, Montgomeryville, Pa 18936. Tel: 215-855-0970

Color TV mobile unit, 40' custom built trailer complete with 4 Marconi Mk VII cameras. Custom switcher with special effects. Custom audio console. 10 tons air conditioning. 40 kw Onan generator \$450,000.00. Box H-132, BROADCASTING.

TV mobile unit, 35' trailer, 6 monochrome Marconi Mk IV cameras, 2 Ampex videotape machines. Custom audio console, 12-input switcher with special effects, 10 tons air-conditioning, 40 kw Onan generator. \$29,500.00. Box H-153, BROADCASTING.

RCA IR-3 VTR, excellent condition, in use. Available now. Includes headwheel. \$10,000. Call S Siegel or J. Richards, WLVT-TV, Bethlehem Pa (215) 867-4677

Breeze video test generator, Model VTG2B, produces long window, composite NITS sync in small, 2 1/4 lb package, @ \$395.00. Made in USA for VIF International, Box 1555, Min. View, California 94040 (408) 739-9740

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MISCELLANEOUS

Deejays 1,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"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.

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Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Need help with your audition tape? Send tape and \$5.00 for professional critique. Profound Productions, Box 1745A, Washington, D.C. 20013.

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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

Instructions continued

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, 705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

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

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Andy Inglis has an old-fashioned virtue: he's ambitious.

When he joined RCA in 1953, he swore to himself that he would make vice president in 10 years. He made it in nine.

Today he sits on the paneled seventh floor of Building 15—one of the complex of RCA plants near the waterfront in downtown Camden, N.J.—smoking his long, fat Palma Throw-Outs, and planning for the decade of the '70s. And plan he must, for he has to decide between TV broadcasting and cable TV, between two-way radio and UHF broadcasting, between over-the-air and closed-circuit TV.

The chief of RCA's commercial electronics products (he's responsible for all RCA manufacture and sales except computers and government) is tall and big-boned, with an almost boyishly unlined face which is exceptional for someone who is at 50 in one of the major hot seats of a multi-billion-dollar, international corporation.

He gesticulates modestly when he talks of the planning that goes into product manufacturing and selling and in a reasoned and cohesive exposition—the result, perhaps, of his debating-team experiences in high school and college.

It is indeed a far cry from an upbringing that began on a potato farm in northern Michigan.

As happens so frequently, his journey from that farm to Haverford College, the famous Quaker school in Pennsylvania, as well as his move to Washington, came about through friends. The first was through an older fellow-townsmen, who became a Haverford professor just about the time young Inglis was getting ready for college. The second was through one of the men he trained when he was an instructor at the Navy's radar school at Brunswick, Me., during World War II.

Three years after he joined Frank McIntosh in consulting work in Washington, he became a full-fledged partner. There are still colleagues in Washington who cannot fathom why Andy Inglis left that profitable calling to become an organization man.

Mr. Inglis smilingly will admit that events proved him wrong, but he still feels that at that time he reasoned correctly: The heyday of radio consulting was on the verge of being reached with the advent of TV. Radio consulting required extensive calculations in searching for frequencies; in TV the FCC made all the allocations. Consequently, broadcast consulting would lose that creativity that made it so interesting and profitable. The challenge would be gone.

Of course, it didn't work out that way; consulting, although changed, be-

How to become an RCA vice president by really trying

came bigger than ever.

Privately, also, he is said to have told his fellow professionals in Washington that he wanted to see if he could "make it" in a large corporation.

During his career at RCA, Mr. Inglis admits to two quandaries. The first, when he was in charge of the firm's two-way radio production and sales, came from others in that business who were suspicious of him because of his broadcasting background. He convinced them, however, of his loyalty to the job

Week's Profile



Andrew Franklin Inglis — VP, commercial electronics systems. RCA; b. March 17, 1920 near Pellston, Mich.; BS in physics from Haverford College, 1941; graduate work in physics, University of Chicago, 1942; U.S. Navy radar school instructor. Brunswick, Me., 1943-46. mustered out as lieutenant (s. g.); joined consulting engineering firm of Frank H. McIntosh (later McIntosh & Inglis) 1946; joined RCA in 1953 as manager, broadcast studio product planning; later became manager of following: studio systems, closed-circuit TV, broadcast merchandising and engineering, later became VP of following: communications products, engineering and merchandising, broadcast systems; assumed present post Jan. 1, 1970; m. Marie Adam of Chicago, Sept. 5, 1942; children —David, 25; Richard, 22; Betty, 17, and Andrew F., Jr., 13.

at hand and, in fact, became chairman of the FCC's Land Mobile Advisory Committee which was organized at that time to aid the commission in its study of land-mobile problems.

The second time, as might be expected, came when he returned to the broadcasting field; then he was suspect by broadcast-oriented colleagues because of his association with land-mobile activities. He quelled that suspicion too.

Now he is involved in another dilemma, that of broadcasting and CATV. He put RCA into the cable-TV business and, characteristically, he justifies it straightforwardly: "RCA is in the business of making and selling electronic communications equipment, whatever it is."

He amplifies this, however: "Technology always has far outrun economics or questions of public policy. It is today technically possible to wire up the entire country, to put 100 wide-band channels into every home.

"But economics and government policy are still in flux, so we don't know exactly just where and how far CATV is going."

In broadcasting, Mr. Inglis sees the next major steps as TV-station automation and computer control. That development, combined with CATV and communications satellites constitutes the electronic trinity for this decade, he says.

There is little doubt that Mr. Inglis is versed in virtually all aspects of his job: he's not solely an engineer. During his 17 years with RCA he has been actively involved in formulating the final design of color-TV film cameras and chains; advising customers on equipment needs and costs as well as how the equipment should be positioned in the station; planning and executing pricing as well as inventory control, and supervising the interface between manufacturing and advertising and sales promotion.

When he was young, Mr. Inglis wanted to become a concert violinist. He's put his fiddle away now, but music is still very much part of his life. He is the regular baritone in his church choir (First Presbyterian of Moorestown, N.J., of which he is also an elder). There are even faint echoes of grand opera in his office: it was on this very floor that the great Italian tenor Enrico Caruso recorded for those famous Red Seal Victor records of two generations ago. And at home, Mr. Inglis has rigged up his own high-fidelity equipment and owns a classical record library that he modestly calls "adequate."

Even when he was in Washington, he was a member of the choir of the National Presbyterian Church. One of his old colleagues remembers the time at a cocktail party when Mr. Inglis had to leave early—for choir practice.

Air pollution

In a little-noted passage of a decision that was otherwise innocent enough, the FCC has taken the unusual, perhaps unprecedented, step of instructing broadcasters to carry programming on an explicitly defined subject. It is as neat and as unprincipled an ambush as this commission or any of its predecessors has contrived.

The instructions were camouflaged in a decision rejecting the application of the fairness doctrine to the broadcast of gasoline and automobile commercials (BROADCASTING, Aug. 10). An antipollution group had argued that because WNBC-TV New York had carried such commercials the station was obliged to carry messages denouncing automotive exhausts. The complainant cited as precedent the FCC's requirement that broadcasters carrying cigarette commercials must also carry antismoking spots.

In denying the complaint, the FCC took pains to distinguish between the health hazards of cigarettes, as described in official government studies including those of the surgeon general, and those of automobiles and other pollutants. Its conclusion was that cigarettes were unique and that the "simplistic" application of the fairness doctrine to cigarette commercials was unsuitable to more complicated situations such as the advertising for automobiles, which are demonstrably beneficial despite their polluttional effects. It is too bad the FCC did not stop there.

True, however, to the civil-service pledge that no chance to extend authority should be overlooked, the FCC took off. Its cigarette ruling might be inapplicable to automobile advertising and pollution, said the agency, but its other precedents and powers were right in point. Citing the Supreme Court's Red Lion statement that broadcasters are "proxies for the entire community, obligated to give suitable time and attention to matters of great public concern," the FCC came to two decisions.

First, it decided, and quoted ecologists and others in support, that environmental problems were matters of great public concern. That being so, it ruled that "the broadcaster does have an obligation to inform the public to a substantial extent on these important issues, including prime-time periods."

Thus does the FCC prescribe not only a program type but also its place in the schedules. If that doesn't put the government in the program manager's chair, nothing will.

Penalty of success

Members of Congress get jumpy in any election year. This year they seem to have reached the point of panic.

The root cause is television and how to grab as much free time as they can finagle and at the same time prevent better-heeled opponents from overshadowing them on the tube. This is the hidden motivation for the big Senate drive to cajole networks into "volunteering" prime time to the Congress to do with what it will.

This also is behind the legislation being blitzed through Congress for bargain rates. No matter how they angle it, the plain fact is the incumbents want to perpetuate themselves in office—a perfectly natural goal. Of course, this is without regard to free election guarantees and the free-press tenet.

Pardon us if we seem naive, but we cannot understand why Congress does not look for a solution of its dilemma to the very instrument it created—noncommercial broadcasting. There are 200 TV and 450 radio stations available to the Corp. for Public Broadcasting, given life three years ago

as the U.S. answer to Great Britain's noncommercial BBC.

John W. Macy Jr., president of CPB, in his appearance Aug. 6 before Senator John Pastore's Communications Subcommittee, joined network heads and other spokesmen for commercial broadcasting in urging access to Senate and House chambers to pick up debates live. He proposed a plan to open one hour a month of NET TV time, divided evenly among proponents and opponents of major issues, if appropriate funding is found.

We venture there isn't a legislator alive who does not believe that what he has to say is both educational and enlightening, as ETV is supposed to be.

Members of Congress are elected to serve the people. Taxpayers are people. ETV is supported by taxpayers in one way or another, and CPB is underwritten by federal funds and tax-exempt contributions.

Mr. Macy says his noncommercial TV network stations reach 24 million viewers each week, so it can't be argued that CPB lacks the capacity to reach a national audience. Congress should snap up the CPB offer.

Evidence ignored

If there is any justice left in the federal regulation of broadcasting, CBS and NBC will prevail in their appeals from the FCC's final decision to restrict television networks to three hours of programming in prime time. Perhaps this time justice will be served. The New York circuit, where this case will presumably be heard, lacks the antibroadcasting record of the appellate court in Washington.

It was in the face of overwhelming opposition that the FCC denied petitions for reconsideration of its prime-time access rule (BROADCASTING, Aug. 10). The organized affiliates of all three television networks said they would be damaged by the rule. The major program production companies testified against it. There was no evidence at all that the rule would result in either the betterment or diversification that is its professed aim.

If a federal agency can act so arbitrarily on a matter of such importance to so many television stations and their audiences, it must be judged to be out of control.



Drawn for BROADCASTING by Sid Hix

"He used to be in television. Watch him sell two related products in 60 seconds!"



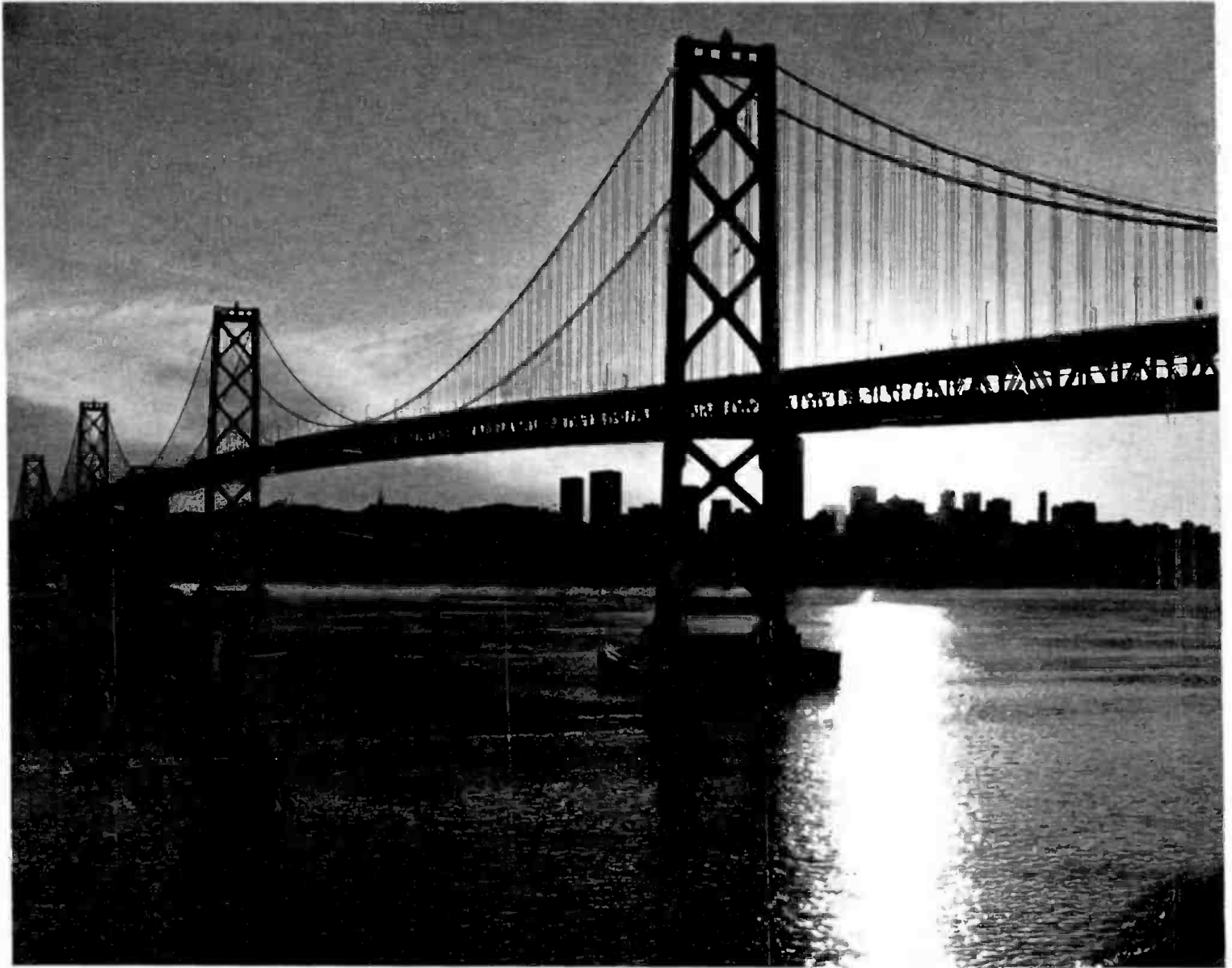
HAPPIER BY THE DOZEN. Chicago—like every city—has homeless children waiting for adoption. Their story was told in a special feature of the WMAQ-TV weekly, two-hour series, "Sunday In Chicago." So far, inquiries generated by the program have resulted in the adoption of 12 children. ■ Helping even one youngster find a home would have made us happy. Doing it by the dozen makes us just that much happier. ■ Such direct concern for a community problem is unusual, but it's something Chicago viewers have come to expect of WMAQ-TV. And in this respect, they're no different than viewers in *each* community where there is an NBC Television Station.

*For more information, write to "Adoption," WMAQ-TV, P.O. Box 3426, Chicago, Ill., 60654

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