



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

After nine-month wait, FCC deadlocks on Corinthian merger
FTC attacks, companies defend toy, Zerex commercials
Talk turns to true reform as political bill stays dead
Prime-time rule hit from all sides in appellate briefs

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A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION

The "WCCO-TV package." Available all year round. To everybody.

Every schedule you buy with us comes with a 'package' of iron-clad guarantees.

All nonpre-emptible, and available all year round. To everybody.

Once you've made your buy, the rate will not change. You have contract rate protection up to 52 weeks. That includes per spot protection, applicable even to renewals.

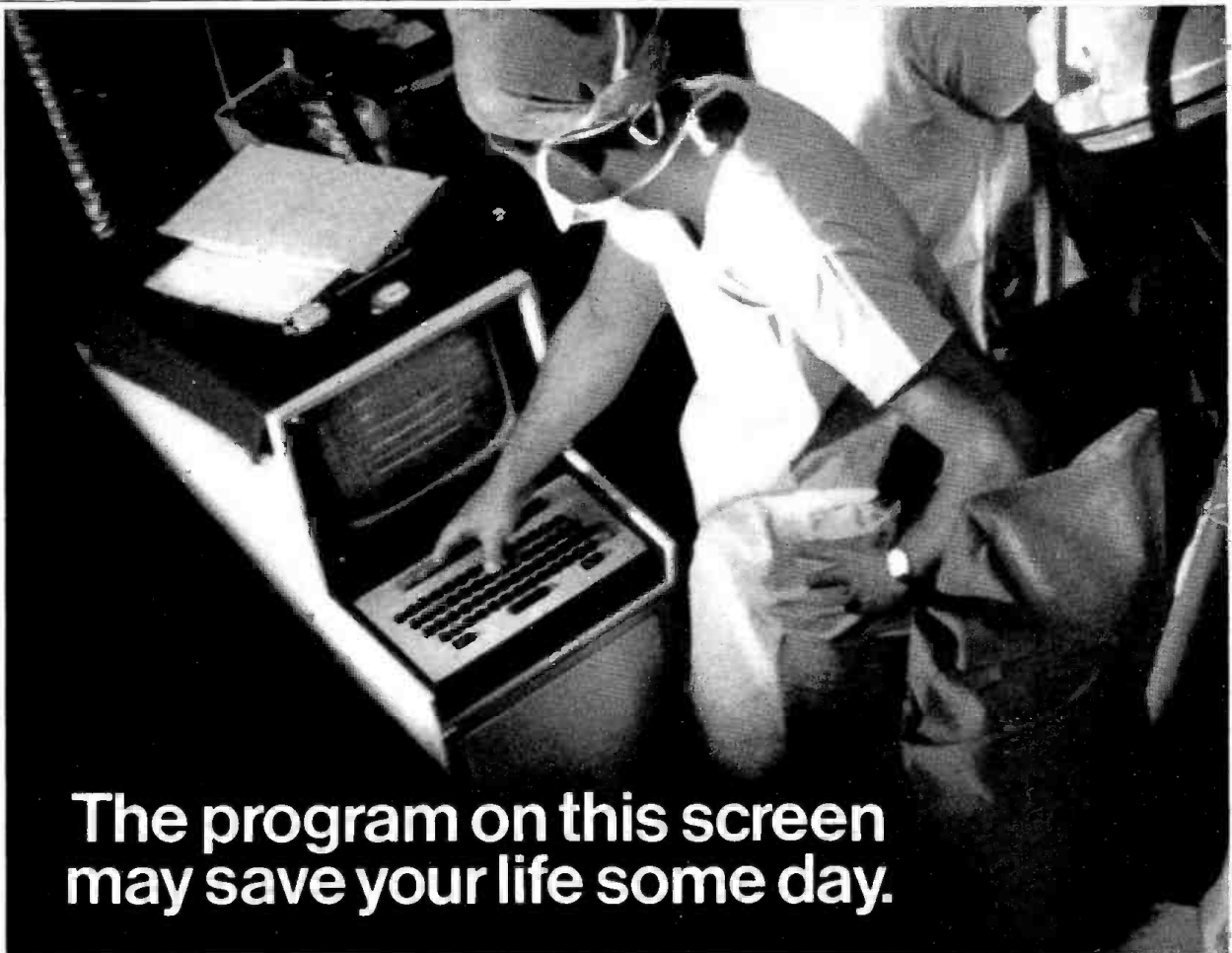
Your spot will not be lost in "clutter." In all of our local programming we guarantee no more than 3 commercials per break.

Lastly, your client's product will not be aired anywhere near a competitor. We guarantee a minimum of 15-minutes product protection.

But don't buy us on our promises. Check our performance. Then call Peters, Griffin, Woodward or the WCCO-TV sales staff.



WCCO TELEVISION **4**
We're with you.
Minneapolis St. Paul



The program on this screen may save your life some day.

The eminent Swedish physician, Dr. Olof P. Norlander, at the graphic display screen in the operating room, is reviewing data on his patient's condition. He is getting it on an up-to-the-second basis.

During this operation, an almost limitless number of "values" are being collected and analyzed. A built-in warning signal will flag critical situations.

Data on display screens in other locations, such as doctors' offices and X-ray rooms, are being followed by other staff members.

They're using our Patient Data System.

From surgery to teaching

Our Patient Data System was developed and installed at Stockholm's Karolinska Hospital in close

cooperation with the medical staff. And one has been ordered by a prominent New York City university hospital for the surgical metabolism intensive care unit. At this hospital, the senior medical staff has specified the addition of a unique automatic chemical blood analyzer.

The Patient Data System may also be used in post-operative care, releasing skilled staff from many routine tasks.

And it may be used for conferences, in teaching—in fact, wherever a computer-based communications system is needed to utilize the flow of data generated by modern technology.

Bringing down medical costs

Sheraton, our hotel subsidiary, has expanded its interests into the field of medical care—into what we call Convatel centers. These provide a full range of medical services for patients between acute hospital care and return to daily living, at rates substantially lower

than those at local hospitals.

Our first now serves the University of Vermont Medical Center Hospital and the community of Burlington. A similar unit serves St. Vincent Hospital in Worcester, Massachusetts. Just a beginning, but there are more to come.

ITT and you

These developments are but two examples of how we respond to the changing needs of our changing world. And which together with our other activities, ranging from food preservation to weather-satellite camera systems, can mean a happier and, hopefully, a longer life for you and people everywhere.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

We've spent the last fifty years getting ready for the next.

Fiftieth
Anniversary
1970

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

1971

PRIME TIME SCHEDULE

MONDAY				TUESDAY				WEDNESDAY				THURSDAY				FRIDAY				SATURDAY				SUNDAY		
ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC		

7:30 pm

solving the puzzle is simpler when you know where to find the parts...

sing along with mitch

ONE HOUR SERIES, COLOR TAPE, OFF NBC

America's favorite songs
re-urgently staged
and sung by
Mitch Miller,
Leslie Uggams
and
the gang.

movies round the clock

30 MIN. AND 2 HOUR FILMS, MANY IN COLOR, REISSUE

An imposing array of contemporary
themes and issues, titles are selected
to provide stimulation for
your movie schedule
and your viewers.

della sings

ONE HOUR OR HALF-HOUR SERIES, COLOR TAPE, FIRST RUN

Today's top singers and
entertainment stars
join Della Reese
for the pure
pleasure of pleasing
a wide public.

premiere performance

TWO HOUR FILMS, IN COLOR, FIRST RUN

Brand new features,
fresh from the theatres.
Ready to reach
the top
target audiences
in your prime
television periods.

vip travel guide

HALF-HOUR SERIES, COLOR TAPE, FIRST RUN

Celebrated people-on-the-go share
their travel tips and tales
with our engaging,
globe-trotting
guide to all the
very important
places.

firing line

ONE HOUR SERIES, COLOR TAPE, FIRST RUN

William F. Buckley, Jr.
provokes sharp,
dramatic controversy
with
international
newsmakers
in this unique
Emmy-winning
series.

All these programs are ready right now.

Five hundred all color hours and half-hours
plus as many more features for
ninety minute and two hour time slots.

Call us collect for the full picture.

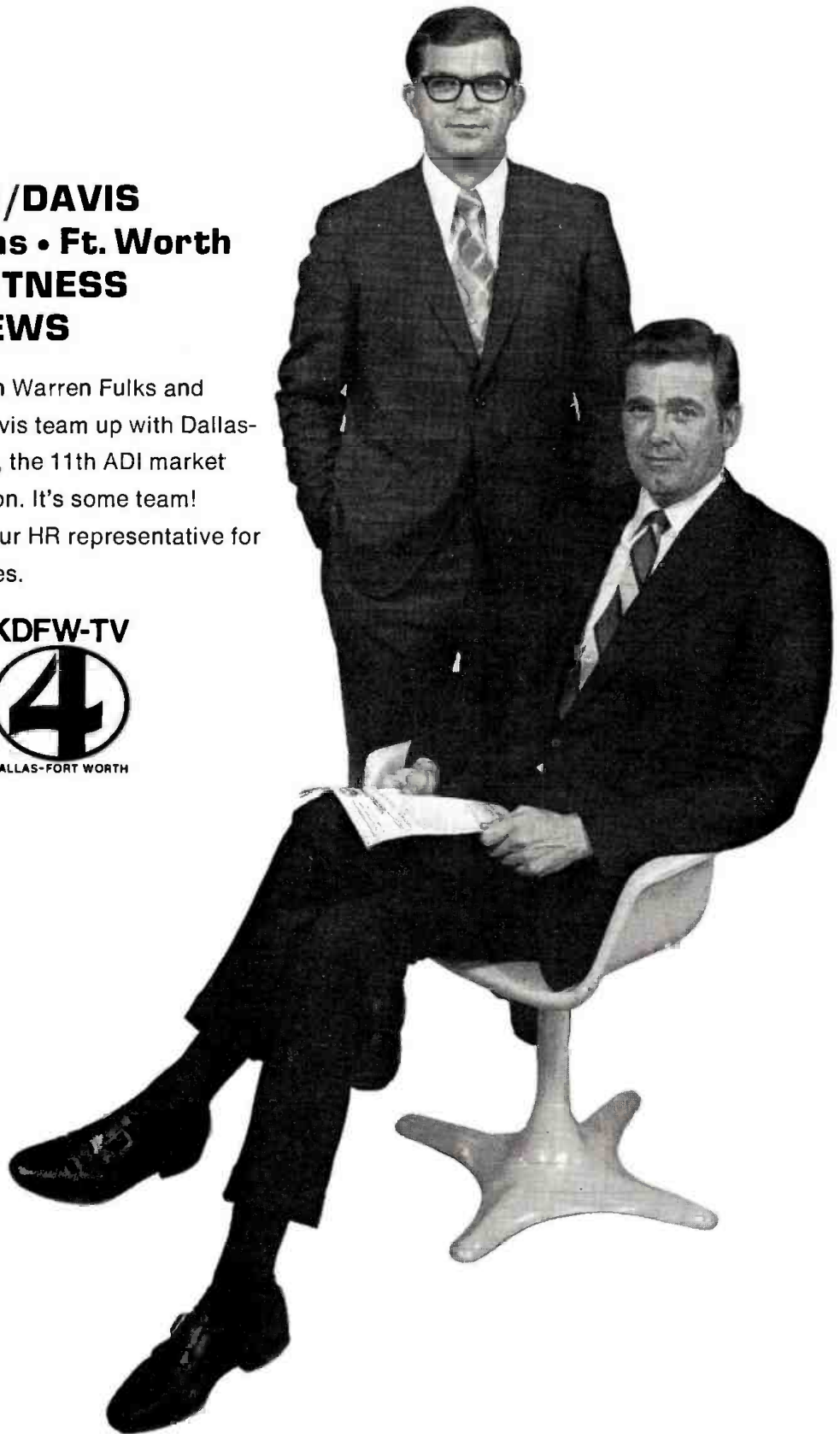
SHOWCORPORATION

10 East 49th Street, New York, New York 10017, 212-421-8830

**FULKS/DAVIS
& Dallas • Ft. Worth
EYEWITNESS
the NEWS**

Anchormen Warren Fulks and Jerome Davis team up with Dallas-Fort Worth, the 11th ADI market in the Nation. It's some team! Contact your HR representative for availabilities.

KDFW-TV



The Dallas Times Herald Station Yes R. Box, President represented nationally by



Head hunt

Grover Cobb, one-time chairman of National Association of Broadcasters, now chief of broadcast division of publisher-broadcaster Gannett Co., Rochester, N.Y., is being mentioned as prospect for new executive vice-presidency of NAB in charge of station relations. He's not running for job, as are others, including some incumbent executives at NAB. Mr. Cobb owned KVGB(AM) Great Bend, Kan., before joining Gannett.

Second NAB executive vice-presidency in charge of government relations looks ticketed for Paul Comstock, now VP and general counsel, whose stock rose last week with defeat of Senate override of political-broadcasting bill (see page 30). Third new job on same level, in charge of public relations, said to be wide open. Selection committee, including Vincent Wasilewski, NAB president, will talk about that at its first meeting in Washington this week. Also meeting will be executive committee, which will probably talk about other two jobs, which Mr. Wasilewski is empowered to fill with board consultation.

On the block?

RCA-NBC, names synonymous with radio from its beginning, just might sell their radio stations—if right offer came along. Like many other major-station owners, they received number of inquiries as to interest in swapping or selling individual properties after FCC issued proposal to break up media cross-ownerships in individual markets. They also have received, it was learned last week, one offer to buy NBC-owned AM stations as group, and were sufficiently interested to have financial experts confer with bidder. Whether anything comes of deal or not, implication is clear that, given right circumstances, they are currently willing at least to consider selling. What might happen to NBC Radio network operations in event of stations' sale is unclear and, in opinion of observers, could be major factor in any sale decision. NBC was first radio network.

What are NBC-owned radio stations worth on current market? Price offered by unidentified bidder for AM outlets is unknown, but unofficial estimates range up to \$40-\$45 million or so for both AM and FM, with \$35-\$40 million of that attributable to AM. AM stations are WNBC New York, WMAQ Chicago and WKYC Cleveland, all 50 kw 1-a clear channels; KNBR San Francisco, 50 kw

1-b clear, and WRC Washington and WJAS Pittsburgh, 5 kw regionals. All have FM affiliates and all but Pittsburgh and San Francisco have TV outlets.

Moving in

In wake of TV networks' announcements indicating at least tentative thinking as to which time periods they will turn back to affiliates under prime-time access rule (BROADCASTING, Nov. 16, 23), stations across country have been advised by Hughes Sports Network to stay loose until they see what HSN has to offer. HSN, which as name indicates, has made reputation primarily on sports, has ventured occasionally into other programming and regards access rule as opportunity to branch out with syndicated programming that it is now developing and that it considers "different."

Smoke-filled room

FCC will go back to work this week on policy to govern broadcast handling of smoking-and-health information after Jan. 1 when statutory ban on cigarette commercials goes into effect and fairness-doctrine obligation to broadcast anticigarette messages expires—unless revised and extended. Staff recommendation is for policy stating broad public-interest standard requires continuation of smoking-health broadcasts. Argument is that if fairness doctrine is invoked after Jan. 1, broadcasters would have to balance antismoking information with prosmoking arguments.

Staff proposal takes its cue from decision denying request by ecological society, Friends of the Earth, for "fair" time on air to take issue with commercials for leaded gasoline. Society had argued cigarette-fairness ruling was precedent. In decision FCC said its cigarette ruling had been unique in application of fairness doctrine, that if after broadcast advertising ends and cigarettes still constitute menace to health, the broadcaster cannot ignore discussion of the public-health matter "because of its importance to public (BROADCASTING, Sept. 28).

Back in act

Does loser of competitive hearing for new TV station have any legal option on channel if winner later decides to turn it over to third party for reimbursement of costs? Point may be pressed before FCC soon if Chicago Federation of Labor makes deal with Zenith Radio Corp. for permit for UHF

channel-38 WCFL-TV Chicago. Though WCFL-TV talks continue with Zenth, which aims to make outlet nation's first regular pay-TV facility (BROADCASTING, Nov. 16), channel-38 losers, Fred Livingston and Tom Davis, indicate it won't happen without fight. Mr. Livingston has advertising agency, Mr. Davis operates WSDR(AM) Sterling, Ill.

Touching bases

FCC is showing increased reluctance to pass on station transfers in which large mergers are involved unless mergers have been cleared by other affected agencies. Request that Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. supply letters from Federal Trade Commission and Justice Department clearing their proposed merger is one of several points raised in letter commission staff is preparing for them, it was learned Friday (Nov. 27). (Other major point involves application of commission's top-50-market policy to transfer of five Corinthian television stations into merged ownership involved in merger, [see page 19]). FCC is also known to have contacted lawyers for Plough Inc. with similar request on Wednesday, two days before story broke that FTC is looking into Plough's merger into Schering Corp. At stake as far as FCC is concerned are transfers of Plough's five AM-FM combinations.

Commission's letter to Corinthian and Dun & Bradstreet is expected to raise two questions specifically dealing with anticompetitive issue—one is whether conflict of interest will exist in merged corporation since Dun & Bradstreet, through credit-reporting service, might have influence over potential television advertisers; other is whether steps have been taken to prevent anti-competitive actions flowing from presence on Dun & Bradstreet board of General Foods director. Other question in letter reportedly will ask for specifics on proposal to improve stations' children programming.

Property hunt

Viacom International Inc., program-syndication and cable-television company that is being formed out of spin-off from CBS in late December, is expected to go on production spree in 1971 to accumulate new product, particularly for syndication market. Viacom officials are reported to be in discussions with independent producers in Canada and Australia for dramatic and game-show programming.

JOHN THAYER & DON BRUCE

TOGETHER, INC.

APPOINTED EXCLUSIVE SALES AGENT for...



Woman's World™



Woman's World

Adds thousands of dollars of plus billing to your station.



Woman's World

You sell Woman's World once—then enjoy a high percentage of renewals that will give you a solid base for the following year a full twelve months in advance.



Woman's World

A highly successful promotion that reaches every homemaker in your market.



Woman's World

Puts your station in solidly with those all important ladies.



Woman's World

Gives your advertisers real incentive for continued use of your facility.

RESERVE YOUR MARKET

CALL COLLECT:

901-525-8651

JOHN THAYER

TOGETHER

DON BRUCE

INCORPORATED
100 NORTH MAIN
MEMPHIS, TENNESSEE

Lacking seventh commissioner, FCC deadlocked on proposed \$100-million-plus merger of Corinthian Broadcasting into Dun & Bradstreet stalling transfer of five TV's, three of which are top-50-market VHF's. See . . .

Split vote stalls Corinthian merger . . . 19

FCC extends deadlines for comments and reply comments in newspaper-CATV crossownership proceedings. ANPA questions commission's authority to disqualify newspaper publishers from CATV ownership. See . . .

FCC delays comment on crossownership . . . 19

FCC adds Justice Department to list of parties in complicated New York CATV-telephone proceeding and sets argument for Feb. 4, 1971. At issue is application of telephone company to provide CATV's with line service. See . . .

Justice Department in FCC territory . . . 21

FTC hardens its line on allegedly deceptive broadcast advertising, announcing intentions to issue complaints and possibly cease-and-desist orders against Mattel Inc., Topper Corp. and E. I. duPont. See . . .

FTC takes TV toy ads to task . . . 28

National Association of Broadcasters TV code-review board to consider new restrictions on toy commercials by writing specific guidelines into code in attempt to give child viewers realistic picture of products. See . . .

TV to tone down toy commercials? . . . 29

Exhausted forces working to sustain or overturn President's veto of political broadcasting bill spark no new ideas as industry hopefuls await Republican minority leader Hugh Scott's expenditure bill. See . . .

Cutrate political: Scott now on stage . . . 30

European advertising agency, Intermarco N.V., joins D'Arcy and MacManus, John & Adams agencies in plans to merge into multi-national firm with billings in excess of \$250 million; now awaiting stockholder approval. See . . .

A big merger gets even bigger . . . 32

Study performed by Starch/Hooper of Daniel Starch & Staff Inc. shows TV viewers have developed ability to tune out unwanted advertising and often misidentify products being advertised. See . . .

Study values message over medium . . . 34

CBS and affiliates attack FCC's prime-time access rule as restraint on free speech and as product of unlawful commission procedures; sees parallel in prohibiting newspapers from unlimited use of wire services. See . . .

Access becomes a free speech issue . . . 37

Former FCC Commissioner Kenneth A. Cox, NET's 'Hospital,' CBS News's 'Charlie Company in Vietnam' reports and NBC pollution documentary are among winners of Alfred I. duPont-Columbia University awards. See . . .

Ecology, Vietnam specials cited . . . 42

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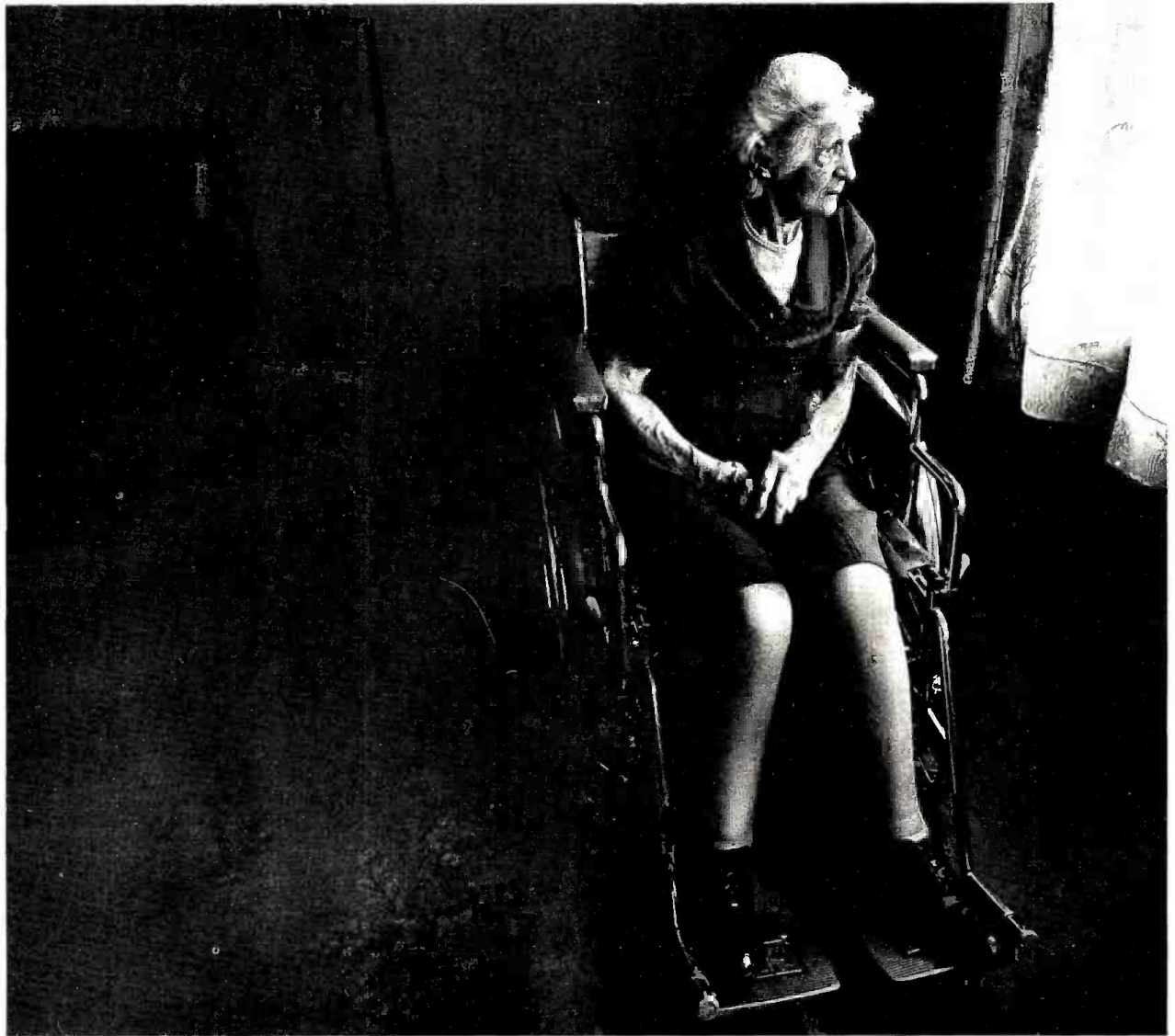
Broadcasting

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To some people there is a fate worse than death. Old age.



Last July, 108 aged people in a Baltimore nursing home were infected by a vicious intestinal disease. 25 of them died.

For four days the home itself didn't officially tell the city or state health authorities that a communicable disease was on the rampage.

Unfortunately, many of the conditions that led to this disaster still exist in the nation.

In our new special "When You Reach December," Group W's Urban America Unit takes a look

at Maryland's elderly and the possible fate awaiting them in nursing homes.

You'll see people who are mentally alert thrown together with others who are hopelessly senile. Where days are spent staring at walls. Where, for one man, bathing consisted of being undressed and "hosed like a car." Where serious questions are being asked about the enforcement of state and Federal regulations.

There are good nursing homes.

But no matter how good or bad they are, many nursing homes are nothing more than places where the aged are discarded when society is finished with them.

"When You Reach December" is one of the prime-time specials Group W is presenting regularly on its five TV stations this year.

We're showing this because we think our elderly should have more than just a lonely wait for death.



WESTINGHOUSE BROADCASTING COMPANY

Merger under review

Boards of both Corinthian Broadcasting Corp. and Dun & Bradstreet are slated to meet this week and undoubtedly consider their merger plans in view of FCC failure to give its approval by Friday (Nov. 27) (see page 19).

Joint statement by two companies on Friday noted that merger agreement gave either party right to terminate after Nov. 27 if FCC had not approved by then, but also said "there has been no decision on the part of either company as of this time to terminate the merger agreement."

D&B has regular board meeting scheduled Wednesday (Dec. 2), authorities said. Corinthian also planned board meeting this week but date had not been set. There was speculation that Corinthian, and perhaps also D&B, would be inclined to continue contract if prospect was for FCC action in "reasonable" time. Whether they would continue if outlook was for delay of months was far from certain. Corinthian authorities reportedly feel they have already been immobilized for almost year on important matters such as employe benefits, hiring additional people and acquisitions.

Corinthian stock prices dropped 2¾ points Friday, closing at 25½. D&B shares rose 2¾ to 51¾. Both are traded on New York Stock Exchange.

Clutter frets ANA group

Clutter in media is one of most pressing concerns of advertisers, according to statement of Media Policy Committee of Association of National Advertisers distributed over Thanksgiving holiday.

Committee pointed out that proliferation of multi-minute station breaks, ad sizes, inserts and special sections might well be "turning off" audiences, with resultant drop in advertising effectiveness. Committee repeated recommendation of ANA that TV medium particularly should take positive action to guarantee viewers minimum of 51 minutes of program time in each prime-time hour. ANA has held since 1964 that minimum guarantee is preferable to rigid rules on number and placement of commercials.

With respect to concern over public attitudes toward advertising as evidenced by rising tide of consumerism, committee concluded that industry-wide regulatory procedures are "not as desirable as stimulation of more effective control of advertising content through

exercise of individual responsibilities on part of advertisers, agencies and media."

Committee explored subject of independent buying services and said these services represent desirable development for advertisers. Committee felt that efforts of these services have resulted in more efficient buying practices. It said continued tests of relative efficiencies of buying services and agency media departments are "considered healthy development."

Electronic monitoring of broadcast signals also was discussed by committee. It said systems of International Digisonics, Broadcast Advertisers Reports and Audicom are being carefully analyzed by advertisers to determine their potential contribution to proof-of-performance aspect of advertising cost control.

Huddle on liquor ads

Meeting between Vincent T. Wasilewski, president of National Association of Broadcasters, and Leonard B. Stevens, vice president of U.S. Communications Corp., on latter's announcement earlier this month that it will accept distilled spirits advertising (BROADCASTING, Nov. 20 et seq.), takes place today (Nov. 30) in Washington.

Mr. Wasilewski had asked for meeting, and Mr. Stevens decided to come to Washington to meet with NAB leader and possibly with congressional critics of his move. One Hill leader who has publicly expressed his dissatisfaction is Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee which oversees TV and radio legislation.

Mr. Stevens has written directly to Representative Staggers—and also to Senators Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, and John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee—stressing stringent conditions under which hard liquor advertising will be accepted by USCC's five UHF TV stations. He is still convinced, he said Friday (Nov. 27), that under rigorous restrictions imposed by licensee, acceptance of broadcast liquor advertising, which is legally made and advertised in all other media, cannot be considered contrary to public interest. Also, Mr. Stevens stressed, UHF television is in "ruthless" competition to survive and needs new sources of revenue.

KVOO-TV sale approved

FCC announced on Friday (Nov. 27) its approval of Scripps-Howard Broadcasting Co.'s purchase of KVOO-TV (ch. 2) Tulsa, Okla., from Central Plains Enterprises Inc. (see page 19).

Scripps-Howard, which has controlling interest in four VHF, one FM and two AM stations, will pay \$6.6 million for Tulsa "V." In addition, Harold Stuart, president and director of Central Plains, will be paid \$2,500 monthly for seven years under consultancy, non-competition agreement.

Commission vote approving transfer was 4-to-2, with Commissioner H. Rex Lee concurring in result and Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

Commissioner Johnson said commission should hold hearing on transfer on issue of concentration of control of mass media.

Besides broadcast interests, E. W. Scripps owns newspapers in 16 cities across country, but none in Oklahoma.

Shadow had been thrown over transfer in August, when report of commission staff report on pilot study of conglomerate ownership of broadcast properties was leaked. (BROADCASTING, Aug. 17). Staff had recommended that Scripps-Howard's acquisition of Tulsa station be held up as result of information unearthed during study. However, staff, which conducted follow-up investigation, is said to have indicated recently it had no further reason for recommending delay.

Anti-tobacco plot seen

FCC-required fairness doctrine anti-smoking commercials have merely been "scapegoat" of smoking-health controversy and are only one part of effort to outlaw all tobacco, Fred S. Royster, president, Tobacco Tax Council Inc., told National Association of Farm Broadcasters in Chicago Friday (Nov. 7). He noted anti-smoking forces now are seeking free newspaper space to fight cigarette ads since broadcast ban goes into effect Jan. 1.

"Some of the anti-tobacco ads used on the electronic media are not factual," Mr. Royster charged, adding, "I believe our anti-tobacco foes have changed their tactics of slander and smears which are the keystones of their fear campaign to efforts now to eliminate and wipe out all phases of the tobacco community."

At NAFB luncheon Friday, Geigy

More "At Deadline" on page 10

Week's Headliners



Mr. Matthews



Mr. Jones



Mr. Orthwein



Mr. Weebers



Mr. Ney



Mr. Kuhn

Leonard S. Matthews, president, Leo Burnett Co., Chicago, named chief executive officer of agency's U.S. operations, responsibility which also includes Burnett's Canadian subsidiary and D. P. Brother & Co., Detroit. He reports to **Philip H. Schaff Jr.**, chairman. His executive team for U.S. includes **Howard Shank**, executive VP in charge of creative services, and **C. R. (Jack) Kopp**, executive VP in charge of client services.

Ernest A. Jones, chairman of MacManus, John & Adams, Bloomfield, Mich., becomes chairman of D'Arcy-MacManus-Intermarco Inc., new international agency formed by merger of MJ&A and D'Arcy Advertising, St. Louis, with concurrent purchase of

shares in Intermarco N. V., Amsterdam. (see page 32). **James B. Orthwein**, D'Arcy chairman, becomes president of D-M-I. **Dr. A. J. M. Weebers**, chairman of Intermarco, becomes director of D-M-I.

Edward N. Ney, president of Young & Rubicam International, elected president and chief executive officer with responsibilities for worldwide activities of Y & R. As chief executive officer he succeeds **Edward L. Bond Jr.**, who continues as board chairman. **Stephen O. Frankfort** has resigned as president of Young & Rubicam—U.S.A. (see page 33).

H. F. Grumhaus, vice chairman, elected chairman of board and chief executive officer, Tribune Co., Chicago, hold-

ing company whose interests include publishing and broadcasting. He succeeds **J. Howard Wood** effective Jan. 1. Mr. Wood continues as chairman of executive committee. He also continues as chairman and chief executive officer of WGN Continental Broadcasting Co., group owner.

Thomas G. Kuhn, VP program development, Warner Bros. Television, New York, appointed VP of TV production. Mr. Kuhn will supervise all nighttime programing in both film and live-on-tape areas of production. He continues to supervise WB-TV's program development for future series projects. Mr. Kuhn was formerly director of NBC's West Coast live nighttime programs and specials.

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

Agricultural Chemicals gave its annual broadcast award to **Barney Arnold**, WHAS-AM-TV Louisville, Ky. NAFB meritorious service award was to be presented at Sunday banquet to **Ward L. Quaal**, president, WGN Continental Broadcasting Co., group operator. NAFB President **Jack Crowner**, WHAS-AM-TV, reported on new efforts to expand membership services through small stations and get NAFB to be more active participant in affairs of National Agricultural Advertising and Marketing Association, group that includes major farm sponsors as well as media.

Comments called unfair

KWBA(AM) Baytown, Tex., has been notified by FCC that comments on bombings of Pacifica Foundation's KPFT(FM) Houston were personal attacks and station's failure to notify KPFT(FM) violated personal attack provisions.

Chief **William B. Ray** of commission's complaints and compliance division told KWBA that since station has dismissed individual making statements and since time to respond was offered and refused, no further action is planned.

KPFT(FM) was bombed May 12, causing \$25,000 damage to transmitter and other equipment and again on Oct. 6, causing \$35,000 damage (BROADCASTING, Oct. 12). Station is still off air.

Complainant, one **Richard S. Manne**, otherwise unidentified, told commission moderator of KWBA call-in show on May 14 aired opinion that Pacifica management dynamited transmitter themselves to collect insurance.

Seeks reply time

Senator **William Proxmire** (D-Wis.) Friday (Nov. 27) asked NBC-TV for free network time, under fairness doctrine, "to balance the... impact" of show broadcast by network Nov. 25 which, he contended, depicted controversial supersonic transport (SST) as "a glorious and exciting new way to fly." Story was episode of NBC-TV's *San Francisco International Airport* part of network's *Four-in-One* series. In story, airport changes were being planned to accommodate controversial airplane.

Senator Proxmire asked NBC President **Julian Goodman** for "few minutes" to give other side. Neither Mr.

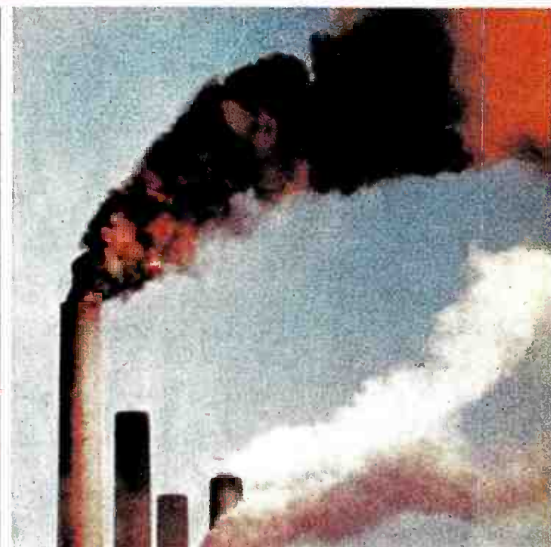
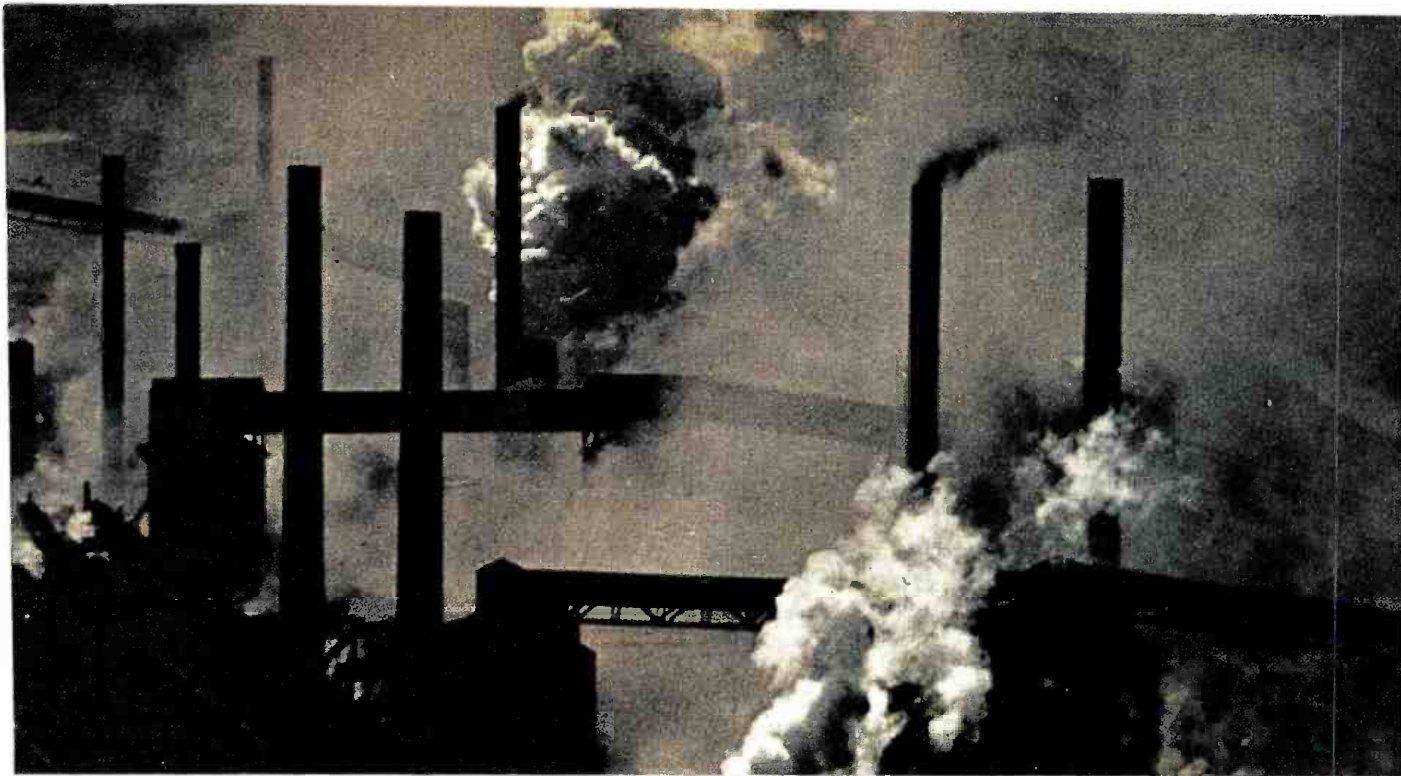
Goodman nor other NBC officials were available for replies Friday. Senate is due to vote this week on appropriations for SST construction.

Burnett promotes dozen

Leo Burnett Co., Chicago, Friday (Nov. 27) elevated dozen executives to posts of senior vice president. Five have been vice president-executive creative directors: **Eugene Kolkey**, **Norman Muse**, **Robert Noel**, **Richard Stanwood** and **Hal Weinstein**; six have been vice president-management directors: **George Hamm**, **Thomas Heath**, **DeWitt Jones**, **John Kinsella**, **A. E. McKeough** and **Martin Snitzer**, and one, **Harold Tillson**, has been vice president in charge of media services.

New EVR camera patented

CBS Laboratories confirmed Friday (Nov. 27) that patent has been granted to its president, **Dr. Peter C. Goldmark**, and one of his associates, **Dr. William E. Glenn Jr.**, for method of electronic color photography using black-and-white film.



50: (TOP) J.G. ZIMMERMAN, (LEFT) TOM MYERS, (RIGHT) ARTHUR WITMAN

“As through a glass, darkly...”

St. Paul's phrase, describing the way in which people of Biblical times viewed their spiritual world, applies quite literally today to the smog-fouled world of too many Americans. Although an aroused public is just beginning to fight back, Storer stations have been at it for years. In early 1968, WJBK-TV "named names" of major violators in Detroit. KGBS Radio detailed not only discomforts but actual health hazards of Los Angeles smog. In Cleveland, Atlanta,

Toledo, Milwaukee — Storer stations joined up. Today New York's WHN Radio cites industry's accomplishments in correcting abuses. Cleveland's WJW-TV has cooperated in a unique "Mother's Campaign" to clean up the air their children breathe. WJBK-TV has continued in the van of Detroit's anti-pollution efforts using time-interval films to show constancy, and a "MURC-Index" to show density of pollutants.

Storer's continuing barrage of doc-

umentaries, editorials and in-depth news features, aimed at reclaiming "America, the Beautiful", takes a lot of doing. But Storer's reward comes in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."

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



"ARE THINGS GETTING TOUGH?"

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants

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

Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing

December

Dec. 1—Deadline for filing applications with FCC for domestic satellite systems to be considered in conjunction with applications filed by Western Union July 30.

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 (Doc. 18930).

Dec. 3-4—Special meeting of board of directors, *Association of Maximum Service Telecasters*. Mauna Kea Beach hotel, Hawaii.

Dec. 4—Annual fall meeting, *Arizona Broadcasters Association*. Mountain Shadows, Scottsdale.

Dec. 4-6—Post-election conference, *University of Maryland department of Journalism*, on new communications techniques used in political campaigns this year. College Park.

Dec. 6-9—First *CATV Advertising-Programming Seminar*. Walter Conkitt, Jerry Della Famina and Bill Daniels are among speakers. Ambassador hotel, Los Angeles.

■ Dec. 7—Annual convention, *Omicron Delta Kappa*. Roger Mudd is guest speaker. Washington and Lee University, Lexington, Va.

Dec. 7—New deadline for comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Oct. 22.

Dec. 7-9—*National Cable Television Association* cablecasting seminar. Chicago.

■ Dec. 11—Seminar on "Race and the Media", sponsored jointly by the *Division of Community Education* and *D. C. Cooperative Extension Service*. Keynote speaker will be Tony Brown, executive producer of *National Educational Television's Black Journal*. Sheraton Park hotel, Washington. Registration forms may be had from Office of Conference and Institutes, Federal City College, 1424 K Street, N.W., Washington, 20005.

Dec. 14—New deadline for comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Aug. 21 (Doc. 18877).

Dec. 21—Annual stockholders meeting of *Walt Disney Productions*. Wiltern Theater, Los Angeles.

January, 1971

Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Jan. 8—New deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Nov. 23.

Jan. 8-9—Midwinter meeting, *Florida Association of Broadcasters*. Hilton South, Orlando.

Jan. 11-17—Triannual meeting, *Unda*, international Catholic association for radio and TV. Loyola University, New Orleans.

Jan. 13-16—Annual meeting, *Rocky Mountain Cable Television Association*. Sheraton Motor inn, El Paso.

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

Jan. 18-20—*National Cable Television Association* cablecasting seminar. Burlingame hotel, Burlingame, Calif.

Jan. 19—Radio Commercials Workshop, *International Radio and Television Society*. Waldorf-Astoria, New York. Inquiries: IRTS, 420 Lexington Avenue, New York 10017.

Jan. 21-23—Meeting of *Alabama Association of Broadcasters*. Parliament House, Birmingham.

Jan. 24-25—Meeting of *Idaho Association of Broadcasters*. Downtowner hotel, Boise.

Jan. 24-25—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.

Jan. 24-26—Midwinter convention, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters*. Hilton inn, Oklahoma City.

Jan. 25-27—Annual convention, *National Religious Broadcasters*. Washington Hilton.

■ Jan. 27-28—Meeting of *Georgia Radio and Television Institute*. University of Georgia, Athens.

Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Indianapolis.

February, 1971

Feb. 1-3—Government affairs conference, *American Advertising Federation*. Washington Hilton hotel.

Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Feb. 4-5—Spring meeting, *Louisiana Association of Cable TV Operators*. Ramada Inn, Monroe.

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

Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.

Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

March, 1971

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

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

March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

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

April, 1971

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

■ April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

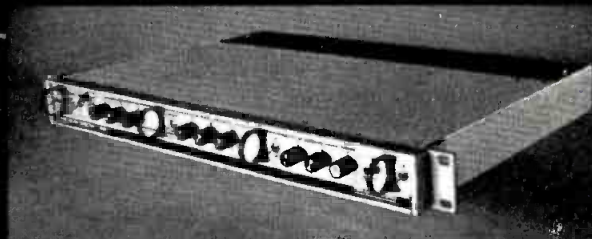
■ April 21—*George Foster Peabody Broadcasting*

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Awards presentation and Broadcast Pioneers luncheon. Pierre hotel, New York.

■April 28-May 2—National convention, *American Women in Radio and Television*. Timmie Pierce, WRC-AM-FM Washington, is convention chairman. Washington Hilton hotel, Washington.

May, 1971

■May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

■May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

BookNotes

"Civil Rights: A Current Guide to the People, Organizations and Events," a CBS News Reference Book, 1970, by A. John Adams and Joan Martin Burke. New York: R. R. Bowker Co. 194 pp. \$9.95.

This book "was originally prepared as a quick reference for the correspondents, producers, and editors of CBS News," the authors tell us. It would serve that purpose equally well in any newsroom, or wherever a convenient list of basic facts about civil rights might be useful. The core of the book is an alphabetical guide to individuals and organizations—more than 100 pages of profiles, from Ralph Abernathy to the Young Lords Party. Appendices contain a guide to acronyms; a list of congressional voting records on civil-rights measures between 1960 to 1968; a list of states with civil-rights laws and state agencies with civil-rights responsibilities; a civil-rights chronology from September 1954 to September 1970; a list of leading black officials throughout the country, and a bibliography.

"Videocassettes: the Systems, the Market, the Future," 1970, by Martin Roberts. Beverly Hills, Calif.: Martin Roberts & Associates Inc. 153 pp. (plus additional material, which buyers will receive in three quarterly supplements at no extra cost). \$12.50.

The author sees his loose-leaf publication as "a starting point" in understanding the rapidly growing cassette field. Included are an illustrated history and description of all systems now on the market; a description of the markets, problems, potentials, and probable future of the new product; and a directory of companies that are involved in some facet of the videocassette field.

Mr. Roberts, president of Martin Roberts & Associates, a Los Angeles Agency that for 10 years has marketed all kinds of electronic entertainment, acknowledges that "events [in the videocassette field] are moving faster than any single report can document." His book, published by the Roberts firm, is

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 WFBG Altoona
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 WNBK Binghamton

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 WSBA York

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 WBNF Buffalo
 KREM Spokane
 KIRO Seattle
 KBTW Denver
 KGW Portland, Ore.
 KHOU Houston
 WFAA Dallas

KMTV Omaha
 KSL Salt Lake City
 WCSH Portland, Me.
 WLBZ Bangor
 KSLA Shreveport
 KBOI Boise
 KOLO Reno
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*Reg. U.S. Patent Office.

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tailored to meet that situation. Buyers of the book will receive, at no additional cost, three quarterly supplements that will contain the latest information on cassettes.

"Don't Get Sick in America," by Daniel Schorr. Aurora Publishers Inc., Nashville and London. 224 pp. \$5.95.

This book is based on two one-hour documentary programs produced by CBS News as part of its CBS Reports series. They were telecast on successive nights over CBS-TV earlier this year, and, according to the author of the

book, CBS News correspondent Daniel Schorr, produced "a major controversy," with letters from many viewers (including physicians) either lauding or condemning the telecasts.

Mr. Schorr drew on the work of his colleagues and research assistants (much of the material could not be used in the programs) but accepts the responsibility for the book's thesis: "Don't Get Sick In America." Mr. Schorr makes the points that medicine in America is over-costly and it is not that good.

OpenMike

Chart told reverse story

EDITOR: Your coverage of TVB's 16th annual meeting was superlative.

We would appreciate it if you would make two corrections. The chart called "Television," lower right side on page 41, is mislabeled. The column titled "Most" should read "Least" and vice versa. The first line of the chart should then read: 2% said television was least entertaining medium and 88% said television was the most entertaining, etc.

Also, on page 40 you refer to two R. H. Bruskin studies on which our new film "CompeTVity" is based. You credit TVB for the public-opinion study, Television Information Office for the time-spent study. Both were commissioned by TVB.—Murray Gross, *vice president, communications, Television Bureau of Advertising, New York*.

(The Bruskin chart summarized how television, as a medium, rates with the public. Findings were the result of a nationwide study of 2,506 adults. Words at left were shown to those interviewed and each was asked to say which kind of communication—magazine, newspaper, radio or TV—was in his judgment "most described" and "least described" by the word shown. Results for media other than TV are shown in the Nov. 23 article.)

TELEVISION	LEAST	MOST
Entertaining	2	88
Exciting	2	84
Influential	2	79
Colorful	1	70
Up-To-Date	4	59
Creative	4	58
Responsive	8	5
Authoritative	8	48
Believable	12	47
Honest	15	33
Uncolored	18	25
Community Oriented	15	18

R.H. Bruskin, June 1970

A puzzled philatelist

EDITOR: One of my hobbies is coin collecting. A few years ago in a trade I acquired some old books. Among the books was a small stamp album. The stamps are all basically the same. They're called "Verified Reception Stamps." There are 53 and all but three are of the same design, varying only in color, and all were produced by The

American Banknote Co. Across the center of each stamp is the call sign of a commercial station. Thus I have stamps from 53 different stations.

Obviously in the early days of radio broadcasting these stamps were sent to listeners who wrote to a station telling of hearing a broadcast at some distance. The album itself appears to have been designed to hold these stamps and has a copyright date of 1910.

I have written the American Banknote Co. about this, but received no answer. My questions are: What are they? How many different stamps were executed, and have they any value?—Don Sylvia, *WABI-TV Bangor, Me.* (Perhaps a reader can help Mr. Sylvia).

More on getting started

EDITOR: In response to Laurence Lancit's letter (BROADCASTING, Nov. 2), I feel any potential broadcast employee should keep some things in mind. So should the broadcaster who hires.

First, the fact that a young man or woman holds a college-level degree does not in itself entitle him or her to a job. I've seen and heard entirely too much complaining too the effect: "Well, here I am, world. Now you owe me a living."

Second, many would-be broadcasters approach the profession only in the context of on-air performance. What about operations, traffic, sales, promotion, engineering, accounting? These areas contain many fascinating opportunities.

Third, those college years can include some part-time work in broadcasting if the student has something to offer and is willing to take on an extra ration of work. Broadcasters are in business 18 to 24 hours a day as a rule, seven days a week, with at least some odd-hour or weekend work available to fill out operating schedules. Obtaining such jobs takes some shoeleather and ingenuity, since most of the really interested students have already covered them.—James B. Holston Jr., *director of operations, KJOI(AM) Los Angeles*.

Technology, not advertising, is the bearer of social change

Change is not a challenge. It is an ordeal.

So great is our innate distaste for change that we make our institutions thoroughly inflexible. Human beings, though, are programmed for slow evolutionary change. We have a built-in rate of change which is emotionally acceptable and physically tolerable. It is very slow, determined in a Pavlovian manner by preceding generations.

Nature's second safeguard is our urge to imitate. Human progress springs from imitation. Eventually it gets sanctified as habit, conduct and morality. We are instinctively trying to be like our own tribe, our own fellow beings.

This is a long way around saying that the changes we will have to face in the decade ahead will be set in motion by technology rather than political and social movements—or advertising itself. If technology is the source of change, coercion and imitation are its battalions of enforcement.

Some people find this hard to believe. Look at the Beatles and the rock revolution, they say. It is a social change. So it is. But it could not have happened without the technology of electric instruments.

The sexual revolution can be rationalized in psychological terms. But without the technology of contraception it simply would not have taken place.

I think it would be equally wrong to look upon advertising as a source of change. Contrary to popular belief, advertising never invented anything and never caused any fundamental change. This question is very much misunderstood by the critics of advertising. We are not creators of change.

We speed up the process of change by informing and by persuading. But we did not invent miniskirts nor are we able to hold the hemline above the knee.

Advertising does not create life-styles. It reflects them.

Advertising is part of the technology of communications. Its strength lies in being the cheapest and most effective way known to man of disseminating information, or knowledge, or persuasion to vast numbers of people.

For technological reasons alone, advertising is here to stay. But we may predict some likely changes.

The scope, power and influence of the printed word are going to increase dramatically. All talk about the demise of

books, newspapers and magazines is sheer folly. They are going to increase as a result of the billions being poured into the technologies of education, information collection and dissemination and the imitative urge we fondly call the thirst for knowledge.

And above all, the printed word will increase because of television.

Yes, because of television. This remarkable medium has a unique ability to create interest and involvement. It forces viewers to satisfy their aroused curiosity by seeking more knowledge, seeking more and better and fuller information—more often than not through the printed word.

A few TV programs made that marvelous philosopher, Eric Hoffer, a national celebrity. They sold out all his books overnight and have kept them in strong demand.

Statistics are hard to come by, but the introduction of television in all countries is accompanied by people reading more.

The underground press has not yet demonstrated long-term viability, but it has shown that technology enables birds of a feather to flock together in small groups and in unorthodox ways. It is possible they will come to represent an important forum, a vital part of the communications structure of future society.

It is today's conventional wisdom to make solicitous noises about the future of magazines. Mass magazines may indeed change into something else by 1980. I do not know what. The growth

of the mass magazines was based on technological advantages over newspapers. Now and in the future, newspapers will have techniques for closing this gap. And in any event, the news story-picture treatment is better, more topically done on TV.

We must see our future role not from our own point of view but from the point of view of our market and our customers. What we shall need increasingly is comparable information for all media. We are looking for new technology to show the way, but it is a change that is bound to come.

It is useless to argue that it is not possible to compare print and broadcast. The advertiser must do just that every time a media decision is taken. Like any business, advertising is based on choosing between alternatives.

In the new society, which will be so much more populous than the present, many advertisers will be turning away from the concept of mass marketing. In production we are moving in the direction of more products for smaller groups of people. While we still are in the process of improving the demographic data, our new needs are more and more for psychographic data.

We are entering an era of faster change than we have been accustomed to. My belief is that the rate of change will be dictated by technological changes. Neither marketing nor the communications industry can escape the pressure to change. To continue to serve a need that has become outmoded will not be sufficient to insure survival.



Andrew Kershaw was appointed president of Ogilvy & Mather Inc., New York, in October 1969. He had started the agency's Canadian operation in 1960 and under his leadership it became one of that country's best-known advertising firms. After wartime service in the British Army Commandos, Mr. Kershaw joined the British Travel Association and became its deputy director general. In 1956 he migrated to Canada and joined McLaren Advertising as director of client service.

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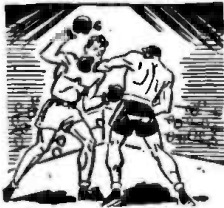
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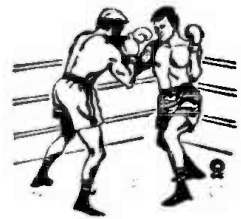
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Split vote stalls Corinthian merger

**Bartley, in last-minute return, ties up FCC;
top-50 policy dusted off, may affect others**

For want of a seventh commissioner, the FCC deadlocked last week on a proposed \$100-million-plus merger involving the transfer of five television stations, nine months after the applications were submitted for approval.

At stake is the agreement under which group owner Corinthian Broadcasting Corp. would become a wholly owned subsidiary of Dun & Bradstreet, the book-publishing and data-service concern.

The commission took two votes in an effort to resolve the issue—once to grant the transfers, once to set the applications for hearing. Each ended in a 3-to-3 tie.

Then, in what some officials described as an effort to get off dead center on the issue, the commission instructed the staff to direct the applicants to make the "compelling public-interest showing" required by the agency's top-50-market policy. Under the policy, special justification must be offered for acquisition of more than two VHF stations in the major markets.

Voting for the station transfers and against a hearing were Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells. Those opposing the transfers were Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee. Commissioner Bartley, a consistent foe of the concept of group ownership, was making his first appearance at the commission since entering a hospital on Oct. 27 to undergo cataract surgery. He stayed at the meeting only long enough to participate on assignment-and-transfer items.

In one matter, he was on the losing side when the commission voted 4-to-2 to approve Scripps-Howard Broadcasting Co.'s purchase, for \$6.6 million, of KVOO-TV Tulsa, Okla., from Central Plains Enterprises, owned principally by Kay E. Clark, Breene M. Kerr and D. A. McGee. Mr. Johnson was the other "no" voter.

Action on another merger item, involving the consolidation of Plough Inc.,

group broadcaster and producer of drugs, cosmetics and home products, into Schering Corp., a pharmaceutical manufacturer, was postponed for one week. Plough, whose stockholders would own 36% of the consolidated company, owns WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, and WPLO-AM-FM Atlanta.

In the Corinthian action, the two 3-to-3 votes constituted a dramatic example of the handicap under which the commission is operating as a result of the White House's failure to resolve the question of the seventh commissioner since the departure of Kenneth Cox at the end of his term last sum-

mer. Sherman Unger, then general counsel of the Department of Housing and Urban Development, was nominated in July to the FCC. However, a "hold" was put on the nomination after the Internal Revenue Service began what was described as a "routine" audit of his 1968 income-tax return, and the White House has yet to remove the hold or withdraw the nomination and make a new one.

The top-50-market policy, which caught up Corinthian and Dun & Bradstreet last week, was adopted in February 1968, when the commission abandoned a rulemaking that would have limited new ownership of television stations to three (no more than two

FCC delays comment on crossownership

It also claims power to rule whether newspapers can own cable systems

In response to a petition by the American Newspaper Publishers Association, the FCC last week extended the deadlines for comments and reply comments in its newspaper-CATV crossownership proceeding.

The deadlines were extended from Dec. 7 to Jan. 15, 1971, for comments; from Jan. 8, 1971, to Feb. 12, 1971, for replies.

In a letter to the commission last July, ANPA disagreed with a portion of the commission's Second Report and Order in which the FCC said it had the authority to adopt rules governing crossownership of CATV systems with newspapers and indicated that the question was in an inquiry rather than a rulemaking status. In answer to ANPA's letter, the FCC's Cable Television Bureau stated that the commission contemplated that it might adopt CATV-newspaper crossownership rules at the con-

clusion of the proceeding.

ANPA disputed the ruling, and asked the commission to clarify whether the issue is in a rulemaking or inquiry phase. Specifically, it asked that the question be either dismissed or merged into the inquiry part of the proceeding; and that the original comment and reply comment phases be deferred until three months after the comment phase of the commission's proceeding on multiple-ownership of AM, FM and TV stations.

In support of its requests, ANPA argued that the commission lacked authority to disqualify newspaper publishers from CATV ownership, that there was not sufficient evidence in the proceeding to justify adoption of the rule without a further notice of proposed rulemaking, and that the notice of proposed rulemaking in one of the commission's CATV rulemaking proposals suggests that the newspaper-CATV crossownership question is in an inquiry phase.

The commission rejected ANPA's arguments and reaffirmed its contention that the question is in a rulemaking phase. It extended the deadlines by a 5-to-0 vote with Commissioner Robert T. Bartley absent.

VHF's) in the top-50 markets. The policy requires a compelling public-interest showing of applicants seeking to acquire more stations than the rule would have allowed.

Three of the Corinthian stations—KHOU-TV Houston, KXTV(TV) Sacramento, Calif., and WISH-TV Indianapolis—are top-50-market VHF's. The others are KOTV(TV) Tulsa, a VHF, and WANE-TV Fort Wayne, a UHF.

Corinthian and Dun & Bradstreet have thus far maintained that the policy does not apply to their merger. They argued that the policy is not designed to bring about divestiture of existing holdings and that there would be no change in the number of stations under common ownership.

The top-50-market policy will also confront participants in at least two other major transfers of station groups that must clear the FCC: Triangle's sale to Capital Cities and Time Inc.'s sale to McGraw-Hill.

It was not clear last week whether the commission will request information on other aspects of the Corinthian merger that are said to be troubling some commissioners. But it remains to be seen whether the request for additional information of any kind will be more than an academic exercise.

The "upset" date in the merger contract was to pass on Friday (Nov. 27). After that either side was to be free to cancel its agreement. There was no im-

mediate indication whether either side would exercise that option. They will be in a better position to make that decision after receiving the commission notification which was held up by the Thanksgiving holiday.

The merger would involve the exchange of a .675 share of Dun & Bradstreet stock for each share of Corinthian. The group owner has 3.4 million shares outstanding, 48% of which are owned by John Hay Whitney, financier, who would own 9% of the merged company.

At the time the merger was announced, on Dec. 1, 1969, the exchange of stock had a value of \$134 million. Dun & Bradstreet shares then were quoted at \$58.75, Corinthian at \$25.75.

Since then, the value of Dun & Bradstreet stock had dropped while that of Corinthian's has climbed. Dun & Bradstreet closed last Wednesday at \$49.37½, Corinthian at \$28.25.

Corinthian and Dun & Bradstreet are not the first applicants to be forced to a moment of sales-contract truth by the length of time taken by the FCC to act on transfer applications.

In February, Metromedia canceled its agreement to buy WFLD-TV Chicago after waiting 10 months for the commission to consider its application. Metromedia would have been obliged by its contract to begin paying a penalty of \$200,000 a month, in addition to the \$10-million purchase price,

to keep the agreement in effect (BROADCASTING, Feb. 9).

In December 1969, the *Minneapolis Star & Tribune* decided against going through a hearing the commission had ordered on its proposed \$4.4-million sale of KTVH(TV) Hutchinson, Kan., to WKY Television Systems Inc. After the parties waived their right to a hearing in an effort to get prompt decision, the commission denied the application. The sale had been pending nine months. Contract termination date was Dec. 31.

Corinthian and Dun & Bradstreet, apparently with those experiences in mind, twice in recent months called the commission's attention to the fact that the transfer applications had been filed on Feb. 27 and noted that the "upset" date was Nov. 27 ("Closed Circuit," Nov. 9). Each time, the commission assured the parties that action would be taken by then.

Besides the top-50-market-policy matter, some commissioners are said to be concerned about the programing proposed in the applications. They are reportedly unimpressed by the Corinthian stations' performance in news, public affairs and other nonentertainment areas—particularly in view of their profits—and, thus, are said to be unmoved by Dun & Bradstreet's promise to extend and strengthen the stations' "quality" operations.

There are other factors complicating the proposed merger—namely, three petitions to deny it. One was filed by WLFJ-TV (ch. 18) Lafayette, Ind., which argues it would be economically injured by the additional strength the merger would bring to the Corinthian stations. Another was filed by LVO Cable Co., of Tulsa, Okla., whose request for the importation of distant signals was opposed by Corinthian and which argues that the merger would create a monopoly problem.

The third petition to deny was filed by Anthony Martin-Trigona, owner of now-dark WTAF(TV) (ch. 31) Marion, Ind., and a persistent gadfly in broadcast matters who has filed petitions to deny a variety of renewal and transfer applications. He opposes the Corinthian-Dun & Bradstreet merger on concentration-of-control-of-media grounds.

The decision to request additional information from the applications—taken without a vote but, reportedly, over no objections—was seen by some officials as offering encouragement to both sides. Opponents might feel it would afford the petitioners additional grounds for appealing any eventual decision to approve the transfers.

Propopents, on the other hand, might be hoping for the addition of a fourth, and deciding vote, in the person of a new commissioner, by the time the matter comes back for a vote—assuming the merger is still intact.

Three-month extension on satellite applications

The FCC last week extended from Dec. 1 to March 1, 1971, the time for filing all applications for domestic communications-satellite systems in the 4 and 6 ghz bands or using higher frequencies.

The commission also set the following new deadlines for specific filings related to satellite applications:

- March 15, 1971, for ABC, CBS and NBC to submit statements of their intent to apply for a satellite system.
- March 30, 1971, for the networks' affiliates associations to apply for a prototype receive-only earth station.
- March 30, 1971, for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

Comments on the applications and on the rulemaking proposal are due March 30; reply comments are due April 26.

Requests for additional time to file for systems in the 4 and 6 ghz bands were filed by RCA Global Communications and RCA Alaska Communications Inc. They asked for a Dec. 30 deadline to file and to study the higher frequencies

on which they may decide to file.

In its request for a Feb. 28 extension to file for earth stations, Western Telecommunications said it also is considering filing for transmit-receive stations in the 4 and 6 ghz or higher bands to operate in conjunction with one or more satellites or satellite systems owned by others, and may decide to apply for a complete system of its own.

Communications Satellite Corp. and GT&E Service Corp. requested reconsideration of the Feb. 28 filing date granted to Microwave Communications Inc. for a 4 and 6 ghz proposal to avoid inequity. In the alternatives, they requested an extension to Feb. 28 for all applicants. Western Union requested that the date for an MCI filing for 4 and 6 ghz be cut back to Dec. 15.

In granting the deadline extensions, the commission said it wants to avoid "unnecessary delay" in resolving the proceeding and hopes to begin processing applications as promptly as possible. It urged applicants who do not need extra time, to submit their applications as soon as they are ready.

The vote on the extensions was 5-to-0 with Commissioner Robert T. Bartley absent.

Justice Department in FCC territory

It's made party by FCC in complicated New York CATV-telephone proceeding

The Department of Justice was granted permission by the FCC last week to intervene as a party in a case involving the New York Telephone Co.'s application for authority to provide line service to CATV systems in several New York communities.

Justice has contended that the case involves important issues concerning the interplay of competition and regulation (BROADCASTING, Oct. 12).

At the same time, the commission scheduled an oral argument in the case for Feb. 4, 1971. In addition to Justice, the participating parties will be New York Telephone (Telco), Teleprompter Manhattan CATV Corp., Manhattan Cable Television, the city of New York, Better TV Inc. of Dutchess County, Comtel Inc., and the FCC's Common

Carrier and Cable Television bureaus.

Telco had been ordered by the commission to cease construction of CATV channel distribution facilities until it obtained Section 214 certificates of public convenience and necessity. Its applications were opposed by the city of New York and jointly by Teleprompter and Manhattan Cable, which hold franchises for Manhattan.

Subsequently, Telco's applications for certification to serve Comtel (operator of an unlicensed CATV system in Manhattan) and others in New York were designated for hearing to determine whether Telco's practices and policies, regarding the allocation of duct space for CATV operations, were discriminatory. Last July, Hearing Examiner David I. Kraushaar recommended in an initial decision that Telco be permitted to serve Comtel in Manhattan and be authorized to serve customers in Hyde Park and Brookhaven, both New York (BROADCASTING, Aug. 3). That decision was at odds with an action by the New York City Board of Estimate granting 20-year franchises to both Teleprompter and Manhattan Cable. Teleprompter and Manhattan Cable ap-

pealed the commission's pro-Comtel ruling. The review board certified the proceeding to the commission on Oct. 5.

The commission then ordered Teleprompter and Manhattan Cable to cease further CATV construction in the areas of New York served or proposed for service by Comtel pending the outcome of the proceeding involving Telco's applications for certification (BROADCASTING, Oct. 12).

Telco had opposed intervention by Justice in the proceeding, contending that Justice is attempting to turn the case into a general inquiry concerning the effects of competition between the CATV industry and telephone companies. The FCC's Cable Television Bureau also opposed Justice's intervention. It said that formulation of policies discussed by Justice should be considered in a rulemaking and not an adjudicatory proceeding.

In granting Justice permission for intervention by a 5-to-0 vote (Commission Bartley was absent), the commission said it was persuaded that Justice could be of material assistance in resolving "the very important and very difficult issues presented in this case."

Three-way hearing set for Los Angeles ETV

The FCC last week set a comparative hearing for educational channel 58 in Los Angeles. The hearing was scheduled three years after Community Television of Southern California, one of three applicants, applied for the channel.

Community first applied for the channel on July 21, 1967. Applications for the channel later were filed by the Los Angeles Unified School District and by Viewer Sponsored Television Foundation. Two months ago, Community asked the commission to help find a compromise solution short of designating a hearing (BROADCASTING, Sept. 28).

Community Television told the commission last September it would agree to a share-time arrangement with the two other applicants to avoid a costly and lengthy hearing and asked the commission to call the applicants together, in an off-the-record session, to see if any possible basis exists for compromise, whether through a share-time arrangement or through withdrawal of one or more of the applicants.

Viewer Sponsored Television said it would be willing to discuss the possibilities of the share-time arrangement, the commission said, adding that Los Angeles Unified School District opposed the suggestion and said it would only discuss the complete withdrawal of the competing applications.

In setting the hearing, the commission

said it considered Community Television's alternative solutions and, because of Unified's opposition to a share-time arrangement, it was specifying an issue to determine whether such an arrangement would be the most effective use of the channel.

Other issues include the extent to which each of the proposed operations would be integrated into the overall cultural and educational operation and objectives of the applicants, as well as the manner in which such objectives meet the needs of the community to be served; whether other factors show that one applicant would provide superior educational TV service; and the financial qualifications of Viewer Sponsored Television.

Community Television is the licensee of noncommercial KCET(TV) (ch. 28) Los Angeles. Los Angeles and Viewer Sponsored have no other broadcast interests.

Cox, Jencks, McGannon slated for symposium

A "Broadcasting Industry Symposium" designed to provide a forum for broadcasters, government officials and community leaders is scheduled Jan. 18-20, 1971, in Washington.

Kenneth A. Cox, who stepped down as a member of the FCC on Sept. 1, will serve as chairman of the symposium. Speakers will be Richard W. Jencks, president of CBS/Broadcasting

Group; Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co.; and Evelyn Sarson, president of Action for Children's TV.

Principal organizer and sponsor of the symposium is Dr. Philip Minter of the University of Pennsylvania and president of Educational Communications Inc., of Wayne, Pa., an education-based consulting firm that works in communications. Other sponsors are the newly organized National Communications Club of Washington, and Symposium Management Inc., of Washington.

Racial seminar set

Federal City College, Washington, last week announced scheduling of a one-day seminar on "Race and the Media" on Dec. 11. Keynote speaker will be Tony Brown, executive producer of NET's *Black Journal* and adjunct professor at the college. Mr. Brown is also president of the National Association of Black Media Producers, professional film-makers concerned with black programming and minority-employment practices. Others to speak include Lionel Monagas, director of minority affairs, National Association of Educational Broadcasters, and Walter Brooks, producer, of *Ebony Productions Inc.* The seminar, jointly sponsored by the Division of Community Education and the D.C. Cooperative Extension Service, will be held at the Sheraton Park hotel, Washington.

Another attempt to trade WCAM(AM)

Starr ready to buy Camden, N.J.-owned outlet for \$1.45 million

After three unsuccessful attempts in four years to sell WCAM(AM) Camden, N.J., the city of Camden last week found another prospective buyer in Starr Broadcasting Group Inc. The New Orleans-based group owner will buy the station for \$1.45 million, subject to the signing of a formal agreement and FCC approval.

Last March, Harrison M. Fuerst and others were to purchase the station for \$1.35 million, but questions concerning the financial qualifications of the proposed buyers subsequently led the municipality to search for another bidder (BROADCASTING, March 30). Mr. Fuerst is an attorney with the Cleveland firm of Fuerst, Fisher, Levy and Goulder. He and others own WSLR(AM) Akron, Ohio; WOKO(AM) Albany, N.Y.; KTLK(AM) Denver, and KBON(AM) Omaha.

Last year the FCC disapproved the sale of WCAM to group owner Gordon McLendon for \$1.35 million (BROADCASTING, June 16, 1969).

The commission had set the assignment application for hearing on two issues: whether the McLendon Corp. had engaged in trafficking (the sale of 12 stations over a 22-year period) and whether its proposed programing was realistically designed to meet the needs of Camden or of the neighboring, and larger, city of Philadelphia.

The examiner resolved both issues in favor of McLendon. And, although both were aired in the oral argument, questions from the bench—particularly from Commissioners Kenneth A. Cox and Nicholas Johnson—focused principally on whether the station's service, under McLendon ownership, would be in tune with Camden's needs. Subsequently, the commission denied the transfer by a 5-to-1 vote with Commissioner Robert E. Lee the lone dissenter and Commissioner Robert T. Bartley absent.

In 1966 the city agreed to sell WCAM for \$1.35 million to L&P Broadcasting Corp., owned by Philip and the late Leonard Chess (WSDM[F]M Chicago and WNOV[AM] Milwaukee). However, the commission designated the sale for hearing on the question of whether L&P's programing proposals were designed for the large Negro audience of Philadelphia. The parties dismissed the application.

Two weeks ago Starr added its first TV outlet and another FM to its list of

broadcast properties with commission approval of agreements to buy WCYB-TV (ch. 5) Bristol, Va.-Johnson City-Kingsport, Tenn., and KEIR(FM) Dallas for an aggregate of \$5.5 million (BROADCASTING, Nov. 23).

Starr also owns KISD(AM) Sioux Falls, S.D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston, and WLOK(AM) Memphis. William F. Buckley Jr., columnist, TV commentator and owner of the *National Review*, is board chairman; Peter H. Starr is president. Starr Broadcasting stock is traded on the Midwest Stock Exchange.

Three weeks ago, Starr received commission authorization to sell KOZN(AM) and KOWH-FM Omaha to black-owned Reconciliations Inc. for \$375,000, subject to the outcome of a lawsuit by Thomas J. and David J. Lynch who contend they had an oral agreement to purchase the stations (BROADCASTING, Nov. 16).

Broker for the WCAM sale was Blackburn & Co.

Joseph M. Nardi is the mayor of the city of Camden and WCAM is full time on 1310 khz with 1 kw day and 250 w night.

AWRT challenges industry on jobs

A renewed call for broadcasters to provide equal opportunity for employment, regardless of sex, was issued by American Women in Radio and Television last week, following the AWRT board meeting in Washington, Nov. 20-21.

The AWRT board resolution stated that AWRT "reaffirms its position that qualified professional employees of the broadcasting industry, regardless of sex, be given equal consideration for employment and advancement; and equal

Anti-Soviet bomb KO's WMCA

A nearby bomb explosion knocked WMCA(AM) New York off the air for about 22 minutes last Wednesday (Nov. 25). The bomb, placed against the front door of the Soviet Union consulate tourist offices at 45 East 49th St., near the station's studios, opened up WMCA's cable feeding in from its Kearny, N.J., transmitter at 3:22 a.m. EST. The cable was repaired and programing resumed at 3:41 a.m. This was the second time during November that WMCA was knocked off the air. On Nov. 4 a lightning bolt hit the station's transformer in New Jersey interrupting programing for nearly two hours (BROADCASTING, Nov. 9).

remuneration based on performance."

And, the board added, it "charges the broadcast industry with the responsibility of promptly adopting and implementing a program specifically designed to accomplish these ends."

As part of its campaign to get more women into the professional levels of broadcasting, AWRT's Educational Foundation has undertaken job-training programs on the local level. The project aims at having skilled members of AWRT or outside broadcasters conduct workshops, whose goal is converting stenographers, for example, into copywriters.

One example, provided by Virginia F. Pate, WASA-AM-FM Havre de Grace, Md., national president of AWRT, is that of a young woman hired as a receptionist who acquired a third-class operator's ticket and is now an announcer at the station.

Mrs. Helen Zelkowitz, WMVO-AM-FM Mt. Vernon, Ohio, is chairman of the educational foundation.

Latin group challenges Chicago AM-FM licenses

An organization called the Latin American Task Force for Community Broadcasting, a coalition of several community groups, has filed a petition to deny the license renewals of WSBC(AM)-WXRT(FM) Chicago, charging the stations do not meet the needs of Spanish-speaking residents in their programing.

The group's action came as another citizens' coalition, the Taskforce for Community Broadcasting (which is also concerned with minority interests, particularly those of blacks) is challenging the renewals of other Chicago-area radio and TV stations (BROADCASTING, Oct. 26, et seq.).

James Nixon, executive coordinator of the Taskforce, said last week that, to his knowledge, the Latin organization is not related to his group. However, he said his organization has been exchanging information with other groups, including Spanish groups, and speculated that the Latin American Task Force could be a "spin-off" group.

In its petition to deny, the Latin American Task Force alleged that the licensee, WSBC Broadcasting Co., did not contact enough Spanish-speaking people in its survey of community leaders, and failed to reach any of the more active Spanish-speaking groups.

The coalition indicated in its petition that it thought WSBC Broadcasting's foreign-language programs were not being monitored properly, and it questioned whether the licensee is keeping records, logs and English translations of Spanish programs.

The group also accused WSBC of



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broadcasting false and misleading information in its news coverage and denying requests for equal reply time; failing to require employes to be American citizens (which they said hindered sincere efforts to promulgate Americanization), and not informing the minority about available government services because it lacks facilities to translate press releases and because most of its employes do not speak English.

CATV seminar slated to hear Cronkite

Walter Cronkite will be keynote speaker at the CATV programing and advertising seminar in Los Angeles Dec. 6-9. Sponsored by the Center for Communications, the seminar-workshop will guide CATV operators in designing program operations to attract advertising dollars, produce local programing for which sponsors will pay, and enable them to meet advertisers with money to spend in cable television.

Advertisers and agency personnel will be given information on CATV demographics and meet the systems' owners. Motion picture and TV producers will have the opportunity to learn present and future programing needs of CATV.

In addition to Mr. Cronkite, sched-

uled speakers at the conference, at the Ambassador hotel, include producer David Wolper, advertising executive Jerry Della Femina, and Donald V. Taverner, president of the National Cable Television Association.

Triangle rebuts foes of Capcities deal

The radio and TV division of Triangle Publications and the proposed buyer of one of its FM stations have opposed as "without merit" a petition to block the \$110-million transfer of Triangle's stations to Capital Cities Broadcasting Corp.

In a petition earlier this month, the Citizens Communications Center and a group of 12 law-school students contended that the transaction would violate the FCC's rules against trafficking and would result in a concentration of media control by Capcities (BROADCASTING, Nov. 9).

Capcities is buying Triangle's WFIL-AM-FM-TV Philadelphia; KFRE-AM-FM-TV Fresno, Calif.; and WNHC-AM-FM-TV New Haven-Hartford, Conn. (including Triangle's syndication division and some Philadelphia real estate), but it will sell the radio stations and its WSAZ-TV Huntington, W. Va. and WTEN(TV) Albany,

N.Y., to comply with the commission's multiple-ownership rule (BROADCASTING, Feb. 16, et seq.).

Triangle noted in its opposition petition that Capcities plans to submit "detailed and factual showings" that will establish that the commission's approval of the transaction would be in the public interest.

Metro Connecticut Media Corp., which plans to buy WNHC-FM, said CCC's allegations that Metro's program proposals will not meet the FCC's public-interest standard are "factually in error" and entitled to no weight in the commission's consideration of the transaction.

Metro Connecticut Media is owned by Robert G. Herpe, general manager of WNHC-FM.

Changing Hands

Announced:

The following broadcast station sale was reported last week subject to FCC approval:

- WCAM(AM) Camden, N.J.: Sold by city of Camden to Starr Broadcasting Group Inc. for \$1.45 million (see page 22).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55).

- KLEX-AM-FM Lexington, Mo.: Sold by Ralph Meador to Kenneth E. Meyer, Inks A. Franklin and Thomas A. Barneby for \$225,000. Messrs. Meyer, Franklin and Barneby own 12.14%, 4.9% and 6.92%, respectively, of KMTC(TV) Springfield, Mo. Messrs. Meyer and Franklin each own 33 1/3% of KFAL(AM) and KKCA(FM) Fulton, Mo. Messrs. Meyer and Barneby each own 31.1% of KTXR(FM) Springfield, Mo. KLEX(AM) is a daytimer on 1570 khz with 250 w; KLEX-FM is on 106.3 mhz with 3 kw and an antenna 205 feet above average terrain.

- KGRV(FM) (formerly KACO[FM]) St. Louis: Sold by Jack Trotter to Intermedia Inc. for \$206,696.05. Mr. Trotter, a Houston attorney and accountant, formerly owned KBRG(FM) San Francisco and KLEF(FM) Houston. Paul Hamilton Jr. is president of Intermedia, which owns KBEA(AM) Mission, Kan., and KBey-FM Kansas City and KQTV(TV) St. Joseph, both Missouri, and is buying KLYX(FM) Clear Lake City (Houston), Tex., from L. Raymond Dawson for \$300,000, subject to FCC approval. Intermedia is owned by ISC Industries Inc., Kansas City, Mo., a



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■ **KFMR(FM)** Fremont, Calif.: Sold by Robert H. Ripley to Robert F. Bell and others for \$200,000. Mr. Bell is general manager of the L&P Broadcasting Corp. stations—**WSDM(FM)** Chicago and **WNOV(AM)** Milwaukee. **KFMR** is on 104.9 mhz with 3 kw and an antenna 115 feet above average terrain.

School district drops KQED (TV) instruction

The first school district to sign for instructional television service from non-commercial **KQED(TV)** San Francisco and the third largest district taking the service, has voted to terminate it. By a 3-to-2 tally, the Richmond, Calif., board of education rebuffed the recommendation of the school district's administration and—for the first time since 1958—will not take the education station's instruction programs.

George Blumenson, administrative assistant to the Richmond superintendent of schools, said the decision was based on what the board of education believes is a "liberal bias and failure to present both sides of an issue." Specific references were made to *Newsroom* on **KQED**, a program that is not part of the ITV service. The board said it could not be sure that the bias that apparently exists in one program would not be carried over to the instructional service. Costs of the ITV service paid by the Richmond district, the board felt, were used to perpetuate that bias. The contract with **KQED** for the previous year totaled \$29,635, with the school district paying \$15,000 and the state paying the rest.

Although **KQED** has had cancellations of its ITV service before, Larry Smith, director of instructional television services at the station, pointed out that this was the first that resulted from a charge of bias against a program that is not part of ITV. He added that the station had experienced a growth of approximately 15% per year to where it was now serving 110 public school districts and about a dozen private schools. The ITV service is seen by 300,000 students in 21 northern California counties.

The Richmond school district is considering taking an instructional service said to be very similar to that offered by **KQED** from **KCSM-TV**, the noncommercial station at San Mateo (Calif.) Junior College. Mr. Blumenson said the cost to the Richmond district will be less per pupil—75 cents compared with \$1.10 for **KQED**. Action is expected by mid-December.

D.C. cable question remains unresolved

Hearings on the possibility of establishing cable television in Washington have concluded with two fundamental questions still unanswered: whether the city is legally empowered to grant a franchise, and whether any system ultimately authorized should be privately or municipally owned and operated.

The hearings were conducted a fortnight ago by the city council, which heard testimony from several profit and nonprofit groups which have expressed an interest in obtaining a CATV franchise in the capital. Among those is Teleprompter Corp., the country's largest multiple-CATV system owner.

Also on hand was Mike Dann, erstwhile CBS-TV senior vice president for programing now with Children's Television Workshop (*Sesame Street*), who said CTW is considering associating itself with an as-yet-unestablished nonprofit group which would file for a franchise. CTW would supply some programing for cablecasting.

Jockeying for a Washington franchise has been going on for almost a year. The mayor's economic development committee, which conducted a feasibility study on franchising CATV,

recommended that a nonprofit community group rather than a private firm be awarded a license.

Joseph B. Danzansky, chairman of the committee, said it was "probable" that the city government has the right to issue a development franchise, but that the question of whether it can operate a system must be resolved before further progress can be made.

Wisconsin TV answers group eyeing license

Television Wisconsin Inc., licensee of **WISC-TV, Wis.**, last week asked the FCC to reject petitions by Better Television of Madison to deny the station's license renewal application or to designate it for evidentiary hearing.

The group, an organization of journalism and radio-television film teachers at the University of Wisconsin, alleged that the station's news and public-affairs programing was "of low quality and quantity" while its profits were high (**BROADCASTING**, Oct. 5, Nov. 2).

WISC-TV's license expires tomorrow (Dec. 1). In its opposition petition last week, Television Wisconsin said "**WISC-TV's** record of public-service operations is a fine and essentially unblemished

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Tuesday/Dec. 1

First Tuesday (9:00-11:00) While other campuses were in turmoil, Notre Dame's Father Theodore Hesburgh led his university through a period of drastic but non-violent change. How he and his students did it is one of the stories on this month's "First Tuesday."



Friday/Dec. 4

Rudolph the Red-Nosed Reindeer (7:30-8:30) Seventh annual showing of this animated Christmas fantasy. Narrator Burl Ives is the voice of Sam the Snowman.



Monday/Dec. 7

Johnny Carson Presents Sun City Scandals (10:00-11:00) Johnny's salute to show-business veterans features such favorites as Louis Armstrong, Gloria Swanson, Fifi D'Orsay, Benny Rubin, Billy Gilbert and the late Edward Everett Horton.



Tuesday/Dec. 8

The World of the Beaver (7:30-8:30) A repeat showing of the outdoor-adventure special on the life of the beaver—from infancy through parenthood. Henry Fonda is the off-camera narrator.



Wednesday/Dec. 16

Bing Crosby's Christmas Show (8:00-9:00) Bing's first full-scale tribute to the Yule season headlines Tony Award-winner Melba Moore, Jack Wild, the Doodletown Pipers, and assorted Crosbys (wife Kathryn, daughter Mary Frances and sons Nathaniel and Harry).



Saturday/Dec. 26

Rapping With Brinkley (Noon-1:00) David Brinkley exchanges views on the major news events of 1970 with a group of teen-age student newspaper editors in a live telecast from Washington, D.C.



Sunday/Dec. 6

The Littlest Angel (7:30-9:00)

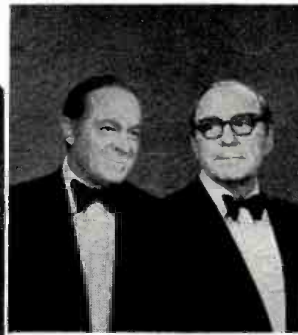
Encore of the musical based on the children's story. Fred Gwynne and young Johnnie Whitaker star in this "Hallmark Hall of Fame" presentation.



Sunday/Dec. 6

Dick Van Dyke Meets Bill Cosby (9:00-10:00)

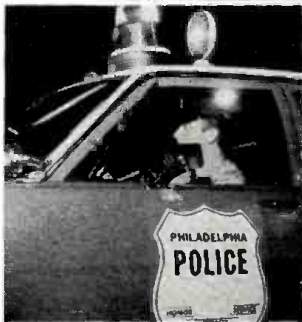
Dick and his guest star—two of America's most inventive funnymen—join forces in a happy melange that includes sketches, monologues and some priceless pantomime.



Monday/Dec. 7

Timex Presents the Bob Hope Special (9:00-10:00)

Bob welcomes Jack Benny, Claudia Cardinale, Engelbert Humperdinck, Dorothy Lamour and the Look Magazine All-America football team.



Wednesday/Dec. 9

The Besieged Majority: An NBC News White Paper on Urban Crime (10:00-11:00)

Award-winning producer Fred Freed turns a spotlight on crime in the streets—seen from the point of view of the victims. Filmed in Philadelphia.



Saturday/Dec. 12

Hans Brinker (7:00-9:00)

An encore of the musical version of the charming classic. Eleanor Parker, Richard Basehart star; Robin Askwith is Hans. Special guest: Cyril Ritchard.



Wednesday/Dec. 16

The Little Drummer Boy (7:30-8:00)

The voices of Greer Garson, Jose Ferrer, Teddy Eccles and the Vienna Choir Boys are featured in a reshewing of this delightful, animated musical favorite.



Saturday/Dec. 26 and Sunday/Dec. 27

American Football Conference Divisional Playoffs (times to be announced).

The winners in these two contests will meet for the Conference championship January 3 (also to be televised by NBC).



Thursday/Dec. 31

Orange Bowl Parade (7:30-8:30)

Anita Bryant and Joe Garagiola co-host the holiday pageant—live from Miami. Theme of this year's parade: "Yesterday, Today and Tomorrow."

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one that achieves a level of licensee qualification which not only meets but ranks far above that minimally required by the commission for regular license renewal." It pointed out that the group's allegations are generalized, subjective and undocumented in nature and pertain to programming, a subject the commission has said is a matter of licensee discretion. The petitions "fail to raise any credible and significant question concerning WISC-TV's over-all operations in the public interest," the licensee said.

The station's "exemplary record" and its future proposals for expanded public service operations calls for the commission's grant of WISC-TV's renewal, the licensee added.

Media notes:

CATV programming service ■ Ohio Valley Cable Corp., Marietta, Ohio, has converted its cable system of 5,600 subscribers there to Monitel's 24-hour programming and advertising service. It is the fifth cable system to use Monitel, which provides time, temperature, weather forecast, household hints and community information, interspersed with advertising.

Bay city outlet ■ United Broadcasting Co., San Jose, Calif., group radio station owner, has opened sales offices in San Francisco. William Holmberg, formerly with Advertising Sales West, there, and newly appointed national sales manager of United's KBAY(FM) San Jose, will

serve as office manager. Address of the new offices is 155 Montgomery Street, San Francisco.

ABC Radio adds 10 stations

ABC Radio has signed 10 new affiliates to its four network services. Joining the American Contemporary Network: KALE(AM) Richmond, Wash., KPAM-AM-FM Portland, Ore., and KYMS(FM) Santa Ana, Calif.; American Entertainment Network: KPHO(AM) Phoenix, WAFT(AM) Grand Rapids, Mich., WBCI-AM-FM Williamsburg, Va., and WDOS(AM) Oneonta, N.Y.; American Information Network: WCOS-FM Columbia, S.C., and American FM Network; WDDD(FM) Marion, Ill., and WRIL(FM) Grenada, Miss.

BroadcastAdvertising

FTC takes TV toy ads to task

Agency also objects to Zerex antifreeze spots; Mattel, Topper, du Pont defend commercials

The Federal Trade Commission further hardened its line on allegedly deceptive broadcast advertising last week by announcing its intention to issue complaints and possibly cease-and-desist orders against toy manufacturers Mattel Inc. and Topper Corp., and E. I. du Pont for what the commission said was fraudulent TV advertising for Mattel's "Hot Wheels" racing cars and "Dancerina Doll," Topper's "Johnny Lightning" racing car and du Pont's Zerex antifreeze.

The complaints charged that through special camera, filming or sound techniques, the television commercials for both the "Hot Wheels" and "Johnny Lightning" car-and-track sets "exaggerate or falsely represent their appearance or performance" and "convey a sense of involvement or participation which falsely represents their actual use." Mattel's "Dancerina Doll," the commission charged, "does not walk itself or without assistance, as advertised." The commission also contended that the ads exploit the vulnerable special audience—children—to which they are directed.

In the case of du Pont's Zerex antifreeze, the commission alleged that the "can-stabbing" demonstration, in which punctures in a Zerex container are almost immediately sealed by the solution, is "invalid"; that the company has failed to disclose that Zerex "may damage the car's cooling system although it



Mr. Pitofsky

knew or had reason to know this," and that du Pont "advertised Zerex for use in the cooling system without having conducted scientific tests that were adequate to establish whether it would or could cause damage."

Robert Pitofsky, director of the commission's Bureau of Consumer Protection, in announcing the actions pointed out that the FTC issues a complaint when it has "reason to believe" that the law has been violated. Mr. Pitofsky said

the investigations of the toy companies had been in progress since about mid-July of this year and that of du Pont since "early" this year. He added that the inquiries were principally staff-initiated although complaints against all three firms had been received.

Jack Jones, Mattel's vice president for advertising, said: "We can't understand why such action was taken by the FTC. The nature of the commercials in question and our willingness to cooperate with the FTC do not justify the FTC's unilateral action at this time." Jack Roberts, vice chairman of the board and creative director of Carson/Roberts/Inc., Mattel's agency, said: "We haven't seen the complaint and haven't the foggiest idea as to why the FTC would issue one. . . . I believe this is a case of chasing the wrong advertiser. Mattel has bent over backward to be not only honest and informative but to do it with some style as well."

Dancer-Fitzgerald-Sample Inc., on behalf of Topper Corp., said the complaint "came as a surprise. . . . Every effort has been made to insure that the 'Johnny Lightning' commercials are always submitted to the Code Authority of the National Association of Broadcasters, and are not televised until they have been approved by the authority as well as by the broadcast standards departments of the three major TV networks."

Topper Corp. President Harry Oren-

stein said he felt the "Johnny Lightning" commercials to be more conservative in relation to actual product performance than those of any other racing-toy manufacturer. "Should the commission ultimately decide to proceed in this matter," he added, "D-F-S and Topper will vigorously contest such action. . . . We sincerely believe that each of the 'Johnny Lightning' commercials complies with all standards of fairness, as well as with any reasonable interpretation of the law."

D-F-S observed that the FTC "has never provided the toy industry with any guidance relating to the advertising methods complained of in the proposed action. We believe that the public interest should have required the commission to issue rules or regulations covering the new standards it is apparently seeking rather than by arbitrarily proceeding against a particular advertiser."

A du Pont spokesman said the complaint against Zerex was "totally unjustified." He said the antifreeze was test-marketed in "tens of thousands" of cars with no reports of radiator damage and noted that it is sold with an unconditional guarantee. The script of the commercial in question and technical data were submitted to the FTC before the ad was aired, and suggested modifications made, the spokesman added.

In the case of Zerex, the commission said that if it found full disclosure and the removal of deceptive elements in advertisements for the product to be inadequate in informing users of possible damage, it would consider imposing an outright ban on the sale or distribution of Zerex.

The three companies have the option of signing consent orders—which involves redressing the FTC's complaints without actually admitting guilt—or of contesting the actions in court.

Last May the FCC asked ABC to confirm that it would follow a practice of logging as commercial matter all audio references to Mattel's "Hot Wheels" racing cars on the program of the same name sponsored on the network by Mattel. The commission said it was concerned over "subordination of programming in the public interest to programming in the interest of saleability" (BROADCASTING, May 18).

Independent buyer lists \$35 million in business

Clifford A. Botway Inc., New York, which serves as the negotiator-buyer of network-TV advertising for agency clients, reported last week it has placed more than \$35 million of business during the first year of operation.

Mr. Botway, president, also announced that he has been named to place network television advertising for

TV to tone down toy commercials?

That's one proposal among several tough ones facing code board now

New restrictions on toy commercials will be considered this week by the National Association of Broadcasters' television code-review board.

The restrictions would provide that for five seconds at the end of each commercial, the toy itself, without adornment, must be shown and that any fantasizing or glamourizing of a toy must be confined to the first third of a commercial. Authorities said these would be among the first attempts to write into the code explicit instructions on graphics and production.

The two restrictions have been proposed to the code-review board by the NAB Code Authority. If passed by the code board, they will go to the NAB's television board for final action at its regular meeting in January.

The purpose behind the proposed amendments to the code is to give child viewers a realistic impression of advertised toys.

The toy amendments are among several proposals to be considered by the code board, at meeting in Bal Harbour, Fla., Dec. 9 and 10.

Also expected to go before the board are requests for admission to television advertising by Scott Paper Co. for Confidets, sanitary napkins, and by White-

clients of Doremus & Co., New York. He added that during his first year, he has negotiated and bought network time for products handled by such agencies as the J. Walter Thompson Co., Doyle Dane Bernbach and Kurtz Kambanis Symon Inc., all New York.

DKG picks up a Muriel

Consolidated Cigar Co., New York, announced last week that it has chosen DKG Inc., there, to handle its \$2-million Muriel cigar account. Account was moved from Lennen & Newell last October when a conflict of interest arose when L&N was assigned a new cigar account by Lorillard Corp. (BROADCASTING, Sept. 28). Break ended a 14-year association between the tobacco firm and L&N. New advertising plans have not been set, but it is expected that Muriel will continue to be a heavy broadcast spender. At L&N, where the account reportedly billed about \$2.5 million, Consolidated allocated \$2.1 million to network-TV and \$250,000 to spot-radio.

hall Laboratories for Preparation H, a hemorrhoid remedy. Earlier this year Scott's request for clearance for Confidets was tabled pending submission of additional evidence of acceptability. Confidets commercials have been running on noncode stations.

If Confidets are approved, they will be the first in their product category to be accepted by the television code. In radio, Tampons (Campana Co.), Modess (Personal Products Co.), and Kotex (Kimberly Clark) have been officially cleared, but so far no advertising for these products has been broadcast.

Other items on the TV code board agenda include cigarette smoking in commercials for products other than cigarettes, feature-film trailers, testimonial advertising, proprietary-drug advertising and references to liquor in nonliquor advertising. Also expected to be discussed is the recent announcement of U.S. Communications Corp., Philadelphia-based UHF-group owner, that it would accept liquor commercials under strict controls (BROADCASTING, Nov. 16). The code prohibits all liquor advertising. The UHF group does not subscribe to the code.

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., is chairman of the TV code board. Other members are Mike Shapiro, WFAA-TV Dallas; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Max Bice, KTNT-TV Tacoma, Wash.; Morton S. Cohn, WLOS-TV Asheville, N.C.; Thad M. Sandstrom, WIBW-TV Topeka, Kan.; Alfred R. Schneider, ABC, New York; William H. Tankersley, CBS, New York, and Herminio Traviesas, NBC, New York.

KM&G TV-radio billings up \$2.6 million in 1970

Ketchum, MacLeod & Grove's broadcast billings in 1970 are expected to total \$21.8 million, up from \$19.2 million in 1969. The agency's estimate was received too late for inclusion in BROADCASTING's ranking of the top-50 radio-TV agencies for 1970 (BROADCASTING, Nov. 24).

KM&G's estimate, which would have made it 34th on the list, up from 38th in 1969, put 1970 TV billings at \$17.3 million, a gain of \$1.5 million, and radio billings at \$4.5 million, a gain of \$1.1 million. Network-TV billings rose from \$6.7 million to \$8.2 million while spot-TV investments held even at \$9.1 million. Spending in spot radio increased from \$3.4 million to \$4.4 million. In network radio, which received virtually no KM&G investment in 1969, spending for 1970 was put at \$100,000.

TV-radio share of the agency's 1970 over-all billing was 22.9%.

Cutrate political: Scott now on stage

Minority leader promises to draft over-all curbs on campaigning, as antibroadcasting bill stays dead

Exhaustion was the common note last week for the forces, including those representing broadcasting, who worked to sustain or overturn the President's veto of the political broadcasting bill. All were too weary to spark new ideas on how to cut skyrocketing political spending during election campaigns. All seemed content to await the introduction of an over-all campaign-control bill promised by Republican Leader Hugh Scott of Pennsylvania on the eve of the Nov. 23 Senate session that failed by four votes to override the veto.

Paul A. Comstock, vice president for government affairs of the National Association of Broadcasters, who directed the massive broadcaster support for President Nixon's position, said NAB intends to explore with senators and congressmen bipartisan legislation that would cover all media—and perhaps other elements of campaign problems that have been raised. But first, Mr. Comstock said, the NAB intends to wait to see what Senator Scott intends to propose.

"We're committed to support reasonable legislation," Mr. Comstock said last week following the Senate vote, and, he added, the association will support any "good bill." He repeated that the association has no intention of planning or writing such a bill itself, but noted that broadcasting and other media can do some things voluntarily.

Although he declined to be specific, there have been suggestions by broadcasters and others that the media can help candidates by offering discounts on

advertising, providing free time or space, and refusing to carry any advertising during the last 48 hours before the election.

These were among some of the suggestions made by the Post-Newsweek stations in their special, 38-minute editorial, broadcast two weeks ago, that urged Congress to uphold the veto but offered a number of suggestions to overcome the evils of excessive campaign spending (BROADCASTING, Nov. 23).

On Nov. 22, the night before the Senate vote on the veto, the Post-Newsweek stations followed up their recommendations by devoting an hour-long panel discussion to the problem. For the first half-hour, the subject was discussed by Senators Thomas F. Eagleton (D-Mo.) and Charles E. Goodell (R-N.Y.); Representative Lionel Van Deerlin (D-Calif.) and Russell D. Hemenway, director of the Committee for an Effective Congress. In the second half, Senators Eagleton and Marlow W. Cook (R-Ky.) were quizzed by Peter Lisagor of the *Chicago Daily News*, Hugh S. Sidey of Time-Life and Sid Davis, Westinghouse Broadcasting Co.

Mr. Comstock's remarks followed those of Vincent T. Wasilewski, president of NAB, who expressed gratification at the result. Mr. Wasilewski added that broadcasters reiterated "our pledge of support of meaningful legislation to treat in an across-the-board fashion the problem presented by unlimited campaign expenditures."

But those who strove to win votes to override President Nixon's veto were incensed at the result and doubted that any omnibus bill would get anywhere.

Their view was summed up by Mr. Hemenway, one of the leading active supporters for the political broadcasting bill's passage.

"Any idea that Congress will pass an omnibus bill," he declared after the Senate vote, "is a hoax." Congress, he said, has had several chances to act but has failed to do so.

Commenting that "what the [broadcasting] industry is going to get is awful . . . much worse than this bill," Mr. Hemenway said that he and his organization would try again in the 92d Congress to obtain laws that would ease the burden of campaigning. Stressing that he believed that the piecemeal approach was the only one that held hope for legislation, he said that he saw these as separate proposals: (1) a limit on spending in TV and radio, (2) a revision of

the Corrupt Practices Act to require better reporting of financial contributions and spending, (3) an arrangement whereby each candidate would be permitted one free mailing to voters, (4) a move to shorten the campaign period, (5) and, possibly, he said, repeal of Section 315, the equal-time provision of the Communications Act.

John Stewart, communications specialist at the Democratic National Committee, was less irate but still smarting at the party's failure to override the veto.

The Democrats, he said, will give the Republicans time to produce something in the next Congress, and if nothing is forthcoming, will move again. Just what this move would be, Mr. Stewart failed to detail, but it was evident that the vetoed bill was in his mind. It was also evident that Mr. Stewart was dubious that the Republicans would carry through on their promise to propose changes.

Democratic National Chairman Lawrence F. O'Brien said after the vote:

"In hewing abjectly to the Republican party line as laid down by the White House, those Republican senators who changed their original positions in favor of the bill to a vote for Mr. Nixon's veto have only increased our suspicion that the veto had but two purposes: to protect the traditional Republican advantage in campaign finances, and to protect Mr. Nixon from the possibility of having to debate the issues with his Democratic opponent in 1972."

The lethal blow to the attempt last week by Senate Democrats to override



Mr. Comstock



Mr. Hemenway

the President's veto was obviously struck by Senator Scott's promise to introduce a comprehensive new bill limiting political campaign expenditures.

The override failed by a vote of 58-34, four votes short of the required two-thirds of those present and voting. Several senators on both sides of the aisle who originally supported the measure were apparently swayed by the prospect of a broader bill and voted on Monday (Nov. 23) to sustain the veto.

Senator Scott's proposal to draft a new bill has received President Nixon's support. In a Nov. 20 letter to the senator, three days before the vote, the President said: "Your proposal to offer a comprehensive campaign reform bill in the 92d Congress is commendable. The administration will, of course, work closely with you, other members of the Congress and the governors in an effort to arrive at a bill which will deal with all problems of political campaigns, including spending limitations, in a direct, effective and enforceable manner . . . Of utmost importance, new legislation must not discriminate against one communication medium. It must also provide a meaningful mechanism for enforcement, as to which S. 3637 is seriously deficient."

Senator Scott, who will draft the proposed legislation and introduce it in "a matter of weeks," after Congress convenes in January, said: "We're going to try to cover as much as we can, let people shoot at it and see what survives." He said he and his staff would be consulting with congressional proponents and opponents of the vetoed bill, with administration officials (who offered to provide "technical assistance") and with counsel for the Democratic and Republican national committees, among others, on the new bill.

An aide to the senator said the bill would involve rigid campaign expenditure reporting requirements and some sort of formula ceiling on spending, with strict enforcement provisions.

The vetoed bill would have limited candidates' radio-TV spending to an amount equal to a multiple of seven cents per vote cast in the previous general election or \$20,000, whichever was greater; repealed the equal-time provisions of the Communications Act relating to the Presidency and Vice-Presidency, and prohibited broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period.

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee and principal author of the final version of the vetoed bill, said broadcasters "may come to regret their activities on behalf of the veto . . . The bill the President

vetoed was a moderate bill, providing for a voluntary approach to free time in presidential campaigns, which was supported by the networks, and with a provision that stations set their own rates for political time according to their own commercial practices . . . It is only fair notice to all concerned that the President's veto makes possible even stricter legislation."

Observing that "you can't comment on something you haven't seen," Representative Macdonald — along with other Senate and House Communications Subcommittee members and staffers — appeared to be taking a wait-and-see stance on the bill promised by

Senator Scott.

Rumors of a possible attempt to attach the vetoed measure to the social-security or another bill as an amendment were being discounted by knowledgeable committee members as Congress recessed Wednesday (Nov. 25) for Thanksgiving.

Of 17 Republicans who originally supported the political-broadcasting bill, six switched and voted to back the President — Senators George D. Aiken (Vt.), Len B. Jordan (Idaho), Winston L. Prouty (N.H.), Margaret Chase Smith (Maine), John J. Williams (Del.) and Milton R. Young (N.D.).

Six Democrats who supported the

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Rockefeller campaign: another spending spree

Informed sources said last week that New York Governor Nelson Rockefeller spent \$2,206,000 on broadcast advertising in his successful re-election campaign.

The estimate came as Governor Rockefeller filed figures last week with the New York secretary of state, indicating that he spent \$6,794,627 for his entire campaign. No formal breakdown of the expenditures was immediately made available. The total campaign cost was \$1.5 million more than the \$6.2

million spent in 1966 for re-election.

The governor's heavy TV-radio campaign was conducted through Jack Tinker & Partners, New York.

Although the deadline for filing reports of campaign expenses with the State Department was midnight, Nov. 23, the secretary's office said it had not received reports from either Arthur J. Goldberg, unsuccessful Democratic gubernatorial candidate, Richard L. Ottinger, unsuccessful senatorial candidate, or Senator-elect James L. Buckley, the Conservative Party candidate. Unsuccessful senatorial candidate Charles E. Goodell was reported to have spent \$790,586, of which \$300,387 was for all advertising.

conference report—all but one from the South—voted last week to sustain the veto—Senators James Allen (Ala.), Thomas J. Dodd (Conn.), Allen J. Ellender (La.), John Stennis (Miss.), John L. McClellan (Ark.) and James O. Eastland, (Miss.).

The override attempt was defeated despite an impassioned last-minute plea from Senator John O. Pastore (D.-R.I.), chairman of the Senate Communications Subcommittee and the bill's chief sponsor, who asserted:

"As to the argument that if this law

is passed up, if the veto is upheld we will get a good law, we can forget it. If anyone wants a good, all-inclusive law, bring it out in its own good time—hold hearings and pass it. Then after that all-inclusive law is passed repeal this law actually before us here and now. But do not refuse to take this giant step today."

Senator Edward M. Kennedy (D-Mass.), the Democratic whip, observed: "At bottom, the real question is whether we are to be the masters or servants of our political institutions and machinery.

A big merger gets even bigger

Agency with \$250 million billings takes shape as united D'Arcy-MJ&A buy into Dutch company

The creation of an international advertising-marketing complex with billings in excess of \$250 million was announced last week with the merger of D'Arcy Advertising, St. Louis, and MacManus, John & Adams, Bloomfield Hills, Mich., and the agreement to purchase shares of Intermarco N.V., of Amsterdam, Holland.

The consolidation of D'Arcy and MJ&A had been expected (BROADCASTING, Nov. 23) but the inclusion of Intermarco in the new combination had not been generally known. The new multinational agency is to be known as D'Arcy-MacManus-Intermarco Inc. and will have 25 offices in 15 countries. Ratification of the transaction is expected shortly by stockholders of the involved companies.

D'Arcy and MacManus have billings of about \$100 million each and Intermarco, about \$57 million. Approximately 50% is in TV-radio.

Both D'Arcy and MJ&A will retain their original executive structures as U.S. operations divisions of D-M-I. Ernest A. Jones will be chairman of the

new agency, while retaining chairmanship of the MJ&A division. James B. Orthwein, chairman of D'Arcy, continues as head of that division while becoming president of D-M-I. Messrs. Jones and Orthwein will be co-chief executive officers. Dr. A. J. M. Weebers continues as chairman of Intermarco and becomes a director of D-M-I.

At a news conference in New York last Tuesday (Nov. 24), Messrs. Jones and Orthwein indicated that the merger followed three years of negotiations and said it made sense because there was a minimal account conflict (less than \$2 million in billing); compatibility among executives at each agency; and "enthusiastic" approval of their clients.

Corporate headquarters of D-M-I will be maintained in New York in the office of the MJ&A division at 437 Madison Avenue. Headquarters of the MJ&A division will remain in Bloomfield Hills. The D'Arcy division will stay in St. Louis.

D'Arcy and MacManus serve about 150 clients in the U.S. In the D'Arcy list are such advertisers as American

No one denies that the growth of television has transformed politics in America. Like a colossus of the ancient world, television stands astride our political system, demanding tribute from every candidate for major public office, incumbent or challenger. Its appetite is insatiable . . . without reform, the only end in sight is that the senseless tower we are building will topple of its own weight."

Perhaps the most compelling argument against an override was advanced by Senator Cook who said the bill overlooked "the complex problem of multi-state media costs." He pointed out that a candidate for state office in New Jersey—which has no commercial TV stations of its own—must purchase expensive air time from New York and Philadelphia stations, while only 35% of New York station viewers are New Jersey citizens. "In effect, we are saying to the senior senator from New Jersey that when he stands for re-election in 1972, he will not be permitted to spend more than two or three cents per vote," the senator noted. "Yet we will permit the senior senator from Oregon, and others, to utilize the full amount authorized."

Senator Cook observed that, "in varying degrees, this inequity exists in Delaware, Virginia, Connecticut, Maryland, New Hampshire, Vermont, Kansas, and other states as well."

Oil Co., Anheuser-Busch, Bank of America, General Tire & Rubber, Gerber's Inc., Ralston Purina and Bigelow-Sanford. MJ&A clients include Colgate-Palmolive, General Mills, General Motors (corporate) and its Pontiac division, Celanese Corp., Bendix Corp., Dow Chemical and 3M Co.

It was noted that the interest in Intermarco is a "substantial minority one." Intermarco bills about \$57 million and clients include Irish Airlines, Johnson Wax, KLM, and Dutch Tourist Board for advertising in Europe.

Paving the way for the merger of D'Arcy and MacManus was the settlement of a suit for more than \$15 million brought against D'Arcy by Daniel H. Lewis, who was dismissed in October as the agency's managing director in New York. Mr. Lewis had sued for damages in New York State Supreme Court and also had sought a preliminary injunction to prevent D'Arcy's consolidation with MJ&A. According to D'Arcy, the agency paid Mr. Lewis between \$1.2 million and \$1.3 million for his 27,000 shares.

How TV-network billings stand in BAR's ranking

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

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 8	Total dollars week ended Nov. 8	1970 total minutes	1970 total dollars
	Week ended Nov. 8	Cume Jan. 1-Nov. 8	Week ended Nov. 8	Cume Jan. 1-Nov. 8	Week ended Nov. 8	Cume Jan. 1-Nov. 8				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 257.0	\$ 5,433.5	\$ 338.2	\$ 14,165.2	106	\$ 595.2	3,663	\$ 19,598.7
Monday-Friday 10 a.m.-6 p.m.	1,713.6	74,816.9	3,439.8	137,148.6	2,293.6	85,337.4	995	7,447.0	39,242	297,302.9
Saturday-Sunday Sign-on-6 p.m.	1,081.0	41,804.3	2,181.6	59,340.4	1,376.1	42,309.7	300	4,638.7	12,609	143,454.4
Monday-Saturday 6 p.m.-7:30 p.m.	579.0	11,714.1	854.2	33,154.2	840.8	25,345.7	101	2,274.0	3,527	70,214.0
Sunday 6 p.m.-7:30 p.m.	65.6	5,113.0	197.5	11,110.4	307.3	8,844.9	20	570.4	886	25,068.3
Monday-Sunday 7:30-11 p.m.	6,577.2	240,157.6	6,773.5	289,807.4	7,651.1	293,698.3	444	21,001.8	19,745	823,663.3
Monday-Sunday 11 p.m.-Sign off	799.0	16,047.7	658.7	16,385.4	959.2	31,878.2	155	2,416.9	5,259	64,311.3
Total	\$10,815.4	\$389,853.8	\$14,164.8	\$552,379.9	\$13,766.3	\$501,579.4	2,121	\$38,944.0	84,951	\$1,443,612.9

Ney appointed Y&R president

Replaces Frankfurt who resigns; one of several shifts

As part of a series of top-level changes at Young & Rubicam Inc., Edward N. Ney was named last week as president and chief executive officer of the agency, with responsibility for both domestic and international operations.

Mr. Ney had been president of Young & Rubicam International since 1968. Stephen O. Frankfurt, who has been president of Young & Rubicam—U.S.A., as well as director of creative services worldwide for the past three years, has resigned. Mr. Frankfurt's future plans were not announced.

The announcement of the executive realignment was made by Edward L. Bond, Jr., board chairman of Young & Rubicam, who relinquishes the title of chief executive officer to Mr. Ney. As chairman, Mr. Bond, who is 57, will counsel Mr. Ney on important decisions; continue to maintain client contacts; work closely on new business; and represent the agency in industry and related activities.

Mr. Ney, who is 45, joined Y & R in 1951 and rejoined the agency in 1956 after a year's absence. Mr. Frankfurt is 38 and was with Y & R for 15 years.

Two other top promotions also were announced by Mr. Bond. Alex Kroll, 33, was advanced to executive vice president and creative director from his position as a vice president. Alex Brody, 37, executive vice president, area manager, Europe and Middle East, moved

up to executive vice president in charge of international, assuming direction of all Y & R overseas operations.

No reason was given for the executive shifts. The agency has lost billings in 1970, having reported a drop in broadcast spending of almost \$23 million (BROADCASTING, Nov. 23).

Y & R also said it has eliminated its four-man operations committee that had been led by Mr. Bond and has set up an executive committee headed by Mr. Ney. It consists of Messrs. Bond, Kroll, Brody and William P. Reilly, vice chairman; James Mortensen and Wilson H. Kierstead, executive vice presidents in account management, and Warren A. Bahr, executive vice president and director of media services.

Three agency veterans open their own shop

Keenan, Keane & McLaughlin Inc., a new advertising agency, has opened at 300 Park Avenue, New York. Mike Keenan is president, Jack Keane, vice president of creative services, and John McLaughlin, vice president, account and marketing services. The three founders, with Richard E. Hart, an investment banker, will form the board of directors for the agency.

Spokesmen said the company has already signed clients representing \$1.3 million in billings. They said the clients' names would be disclosed later.

Mr. Keenan formerly was vice president and director of the consumer products division of Fuller & Smith & Ross. Mr. Keane was a vice president and creative director and board member of J. M. Mathis, and Mr. McLaughlin had been in charge of account and marketing services at Spade & Archer.

Trade groups reach contract consensus

New conditions in spot-TV contract spell out who is liable for paying station

Final agreement has been reached by broadcasting and agency trade associations on the wording of recommended new conditions to replace the so-called "standard" spot-TV contract adopted in 1956.

In a joint announcement a fortnight ago the American Association of Advertising Agencies, the National Association of Broadcasters, Station Representatives Association and the Television Bureau of Advertising said the new conditions are part of an effort to modernize, simplify and clarify the present "conditions," approved 14 years ago by the AAAA and the National Association of Radio and Television Broadcasters (now NAB).

One of the sticklers in developing the new provisions, stemming from the emergence of independent media-buying services in recent years, was the placement of responsibility for paying stations on orders not placed by an advertiser or conventional advertising agency.

The provisions define "agency" as the organization contracting for the TV time covered in the contract, and the problem of responsibility is solved in this way: "Station agrees to hold agency solely liable for payments to be made under this contract, except that where agency is not an advertising agency, the person, firm or corporation which authorizes agency to contract for

television time hereunder shall be liable in the event of default by agency."

In other words, if an advertising agency places the time, it is liable. If it authorizes someone else, such as an independent buyer, to place the time, it must share liability for payment. And if an advertiser directly authorizes an independent buyer to place the order, the advertiser—but not his regular advertising agency—must share the liability.

Other changes anticipate the use of the final-Sunday fiscal month to replace the traditional calendar-month billing method; provide for the combination of invoice and affidavit; eliminate the re-

quirement of written notification of termination and renewal and the specific length of notification on programs of five minutes or more duration.

Work on the conditions was started in 1967 by the AAAA's broadcast station-relations committee and the SRA's TV trade-practices committee. Tentative agreement was reached by these two committees early this year and at that time the NAB and TVB were asked to participate in the discussions.

The spot television confirmation/contract form, which was recommended by the AAAA, TVB and SRA early in 1969, is used widely by representatives

in confirming spot-TV schedules to buyers. It is expected that many reps will now print the new conditions on the reverse side of their confirmation/contract forms. There is no obligation for any organization to use the conditions, but industry organizations anticipate wide usage of them, the trade groups said.

Copies of the new conditions, with the confirmation/contract form, will be distributed by the four organizations.

The announcement said that work on updated conditions for spot-radio broadcasting is in progress and approval by the AAAA and SRA is expected soon.

Study values message over medium

What the ad is like matters more than where it's seen, according to Starch

Research to show that the message makes more difference than the medium in today's advertising has been compiled by Starch/Hooper, a service of Daniel Starch & Staff Inc., which hopes to make the most of this concept in a new syndicated TV research service starting in 1971.

In terms of its chance of being seen, "the message does not necessarily start out ahead in any medium," according to Oscar B. Lubow, president, Starch & Staff, Mamaroneck, N.Y. In any medium, he contended, the difference between "best," "average" and "worst" performance of an advertising message can be critical.

He cited figures to show that in television, for instance, the "best-noted" commercial is worth two to three times as much as the average and three to five times as much as the "worst-noted." In print the pattern was said to be similar, though the range between "best" and "worst" was not as great.

An analysis of more than 500,000 commercials measured over the years by Starch and by C. E. Hooper Inc., now owned by Starch, shows that "noting" of TV commercials declined by close to 50% between 1960 and 1970, according to Mr. Lubow. "Noters" are those who said they were watching the channel and saw the commercial.

Noters of the average TV commercial declined from about 40%-44% of the men and 40%-42% of the women in 1960 to 25%-27% of the men and 20%-22% of the women in 1970, Mr. Lubow reported. This, he said, puts television, newspaper, magazine and outdoor advertising on roughly equal footing in terms of noting.

"People have learned how to mentally tune out a commercial on subjects they are not interested in," he said. "Much the same way, their eyes pass over unwanted print ads, absorbing only

enough to decide they are unwanted."

Even when they see the ads, in any medium, they often fail to associate them with the right products, he continued. "In quite a bit of advertising being run today, the wrong fellow, the guy who isn't paying a red cent for the message, gets the credit for it."

About one-fourth of the TV commercial noters in both 1960 and 1970 could not or did not try to associate the commercial with any particular product, he said. Moreover, he continued, about 10% tried but got the product wrong in 1960, and more than twice that many got it wrong in 1970—20% of the men noters and 25% of the women.

"On the average," he said, "10% misidentify the product in even the best-performing commercials. For the worst, 50% misidentify, on the average."

Mr. Lubow said Starch/Hooper conducted a 28-day test in Atlanta in May 1969, monitoring all commercials on all four channels for one hour a day (7:30-8:30 p.m.), then checking viewers' impressions in interviews the same evening, usually within an hour. For the 28-day period, he reported, one station averaged 7.1 commercials per half-hour of the monitored time, two averaged 8.3 each, one averaged 10.1.

This test found that, for all 1,840 commercials, the average noting score was 31.6%, considerably higher than the 25%-27% average for men and 20%-22% average for women reported on the basis of the Starch/Hooper 1960-1970 analysis. Mr. Lubow maintained that the lower figures must be accepted as valid on a national basis because, unlike the Atlanta data, they were derived from national studies of historical trends. He suggested that noting in Atlanta may run higher than the national average.

Among other conclusions from the Atlanta test, which was a forerunner for

the syndicated service Starch expects to start next year:

- The average "noted" score increases as length of commercial increases. The average 10-second commercial was noted by 23.7% of the people who said they were watching the channel at the time; the average 20-second commercial by 27.9%; the average 30-second message by 31.5%; and the average 60-second spot by 38.9%.

- It doesn't seem to matter too much whether the audience is large or small; the percentage of "noters" is about the same for both.

- By station, the cost in terms of "penny-per-noter" ranged from 0.4 cents on one channel to 0.6 cents on another, 1.4 cents on another and 1.9 cents on the fourth.

- While noting increased with commercial length, the increase was not in proportion to the increase in length. And "penny-per-noter" costs also increased with length, averaging 0.7 cents in the case of 10-second commercials, 0.8 cents for 20's, one cent for 30's and 1.4 cents for 60's.

- But correct identification of the advertised product also increased as lengths increased—and misidentification increased as the lengths got shorter. Thus, Mr. Lubow reported, for 10-second commercials almost as many viewers got the product wrong as got it right; for 20's the ratio of correct to incorrect was about one and a half to one; for 30's, two to one, and for 60's three to one. For all commercials the average was about two to one in favor of correct identification.

- Type of product or service being advertised, and the viewer's interest in them, can make big differences in noting scores.

- As number of commercials per half-hour increased, correct brand iden-

tification declined and misidentification increased. Noting scores also declined as number of commercials increased, but commercial position within the half-hour seemed to have relatively little effect on noting scores.

In support of the last conclusion—that noting declines as number of commercials increases but is not greatly affected by positioning, Mr. Lubow offered the following tables based on the Atlanta tests.

Where there were seven or fewer commercials per half-hour:

Position in half hour	Noting score, all 60's	Noting score, all lengths
1.	45.4%	39.9%
2.	38.4	32.8
3.	35.5	34.2
4.	37.0	33.8
5.	44.1	31.9
6.	40.9	30.7
7.	32.1	27.5

Where there were 10 or more commercials per half-hour:

Position	60's	All
1.	41.0	29.4
2.	27.1	25.4
3.	32.9	30.2
4.	32.2	31.1
5.	43.2	33.1
6.	35.6	33.6
7.	35.6	28.0
8.	27.8	28.3
9.	44.2	30.4
10.	34.8	24.9
11.	37.8	30.2

Mr. Lubow said the syndicated service Starch plans to launch next year envisions three major waves of network-commercial measurement: one in the spring covering prime time, daytime and fringe time on all three networks; one in the summer covering prime time and one in the fall again measuring prime, day and fringe time. In between, he said, there will be three penetration cycles a year, each based on a national telephone probability sample to study total knowledge people have about brands. A year from now, he said, Starch expects to expand into local-market measurements that will include national-spot and local as well as network commercials.

Blair calendar available

John Blair & Co. issued its 1970-71 Blair media planning calendar last week. The calendar covers an 18-month period including the last six months of 1970 as well as the full 1971 year. According to Blair, the overlap was included for the convenience of media planners in checking back references. The copyrighted 24-by-42-inch calendar has each month set in a different colored oval pattern against a black background and has each week numbered. The design also shows legal holidays in white and reflects the newly legislated holiday dates. Copies of the calendar may be obtained free from a Blair office or by writing on company letterhead to Creative Services Dept., John Blair & Co., 717 Fifth Ave., New York 10022.

Interbank account may move

Interbank Card Association's naming of William Esty Co., New York, as national agency for its \$3.5-million Master Charge Card account, is expected Dec. 3, an Interbank official has announced. Appointment is contingent upon ratification by Interbank's board of directors.

Esty, which would replace Foote, Cone & Belding, would handle association's 1971 national TV-network campaign. About 80% of the budget—\$2.8 million—is scheduled for TV in 30- and 60-second commercials. The balance is to cover production costs and print.

Alberto-Culver adds agency

Another new agency is servicing the Alberto-Culver account in Chicago: Arthur & Wheeler Inc., which has just opened for business and is owned by two former vice presidents at Foote, Cone & Belding there ("Closed Circuit," Oct. 12), Jim Arthur and Shannon Wheeler. Arthur & Wheeler gets the Alberto VO 5 cream rinse account from J. Walter Thompson Co. and the Rinse Away shampoo account from N. W. Ayer, plus new products.

Business briefly:

Nissan Motor Corp., Philadelphia, Datsun car and truck division through Parker Advertising, Palos Verdes Pe-

ninsula, Calif., will sponsor the American Road Race of Champions at the Road Atlanta Track, Atlanta. Half-hour telecast, distributed through Triangle Stations and scheduled for broadcast in January, has a line-up of approximately 180 stations.

APL Corp.'s Eagle Division, through Helitzer Advertising Inc., New York, plans a major-market TV and radio campaign for its Superseal food savers. Art Linkletter, radio and TV personality, will appear in 60- and 30-second TV commercials and in 60-second radio spots and will be featured in the firm's other advertising and promotion. Agency spokesman said the Superseal campaign will be carried in most major markets but that details were not available.

Purchases on NBC-TV include American Home Products Corp., through John F. Murray Advertising Agency Inc., both New York, for sponsorship in seven NBC-TV night-time programs; S. C. Johnson and Son Inc., Racine, Wis., through Needham, Harper and Steers Inc., Chicago, on NBC *Nightly News* and six other NBC-TV night-time programs, and The Mennen Co., Morristown, N.J., through Grey Advertising Inc., New York, also on *Nightly News* and four other NBC-TV night-time programs.

Quaker Oats Co., Chicago, through

BIRMINGHAM'S LEGION FIELD

The Auburn Tigers will thrill over 200,000 Fans in this Great Stadium this Season.



WAPI originates Auburn Football for a 50 station network and each week Gary Sanders and Charlie Davis report the thrilling action to thousands of additional fans throughout the Southeast.

WAPI fans, sports and otherwise, are LEGION too!

Let the Henry I. Christal Company tell you about all the superb WAPI programming — including sports. You'll be a fan too.



Adcom, New York, will sponsor repeat telecast of *The World of the Beaver*, outdoor-adventure special, Tuesday, Dec. 8 (7:30-8:30 p.m. NYT) on NBC-TV. Quaker also sponsored the special when it was first presented Jan. 30.

AT&T through N. W. Ayer & Son, New York, will be full sponsor of two one-hour entertainment specials on NBC-TV in early 1971. The first is *Highlights of Ringling Bros. and Barnum & Bailey Circus* on Jan. 29 (8:30-9:30 p.m.) and the other is *The Record Makers*, depicting the exploits of champions in sports and other fields, on April 2 (7:30-8:30 p.m.).

Colgate-Palmolive Co., through Norman, Craig & Kummel, both New York, has renewed its half-sponsorship in NBC-TV's *Dinah's Place*, weekday morning talk-show starring Dinah Shore, for 26 weeks beginning Feb. 1 and running through July 30. Colgate's initial commitment ran from show's premiere, Aug. 3 through Jan. 29.

Orders for time on the CBS Radio Network have been placed by General Foods Corp., White Plains, N.Y., for its Danka Toaster Pastry through Benton and Bowles, New York, on the network's news and feature programs; Peterson Manufacturing Co., Dewitt, Neb., for its vise-grip wrenches through Biddle Co., Bloomington, Ill., on the

5 p.m. *News* and Incabloc Corp., through Sidam Advertising, both New York, on the *First Line Report*, *Morning Report*, 9 a.m. *News*, 5 p.m. *News*, *Walter Cronkite Reporting* and *Worldwide Sports* with Frank Gifford.

Fram Corp., Tulsa, Okla., through Aitken-Kynett, Philadelphia, for its oil filters; Ashland Refining Co., Ashland, Ky., through Ralph H. Jones Agency, Cincinnati, for its Valvoline Motor Oil, and Champion Spark Plugs, Toledo, Ohio, through J. Walter Thompson Co., New York, will sponsor the half-hour telecast of the world drag finals of the National Hot Rod Association. Program, produced by Triangle Television and titled *For Love Or Money*, will be broadcast in January in approximately 185 markets.

Champale Inc., manufacturer of a malt liquor, through Richard K. Manoff Inc., both New York, will launch an advertising campaign on network and spot television and on spot radio in the spring of 1971.

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, has signed for participations for Cheerios cereal on NBC Radio's *News on the Hour* and *Emphasis*.

Milani Foods Division of Alberto-Culver Co., Melrose Park, Ill., which now is entering final phase of national

distribution for its Milani 1890 salad dressing lines, plans multi-million dollar TV spot and network drive starting first of year through N. W. Ayer, Chicago. Spot TV in some markets starts Dec. 1 but heavy push in all major markets gets under way beginning Jan. 1. Daytime network schedules start Feb. 15.

F&M Schaefer Brewing Co., through BBDO, both New York, has acquired one-quarter sponsorship of all New York Yankees games to be broadcast on radio and television during the 1971 baseball season. Games will be broadcast on New York stations WPIX(TV) and WMCA(AM). WHN(AM) New York held the radio rights last year. Remaining advertiser participations are still being negotiated.

International Paper Co., through Ogilvy & Mather, both New York, will sponsor *A World of Love*, a one-hour holiday special on CBS-TV Tuesday, Dec. 22 (8:30-9:30 p.m. EST). The special, featuring various stars, will be presented in conjunction with UNICEF and will originate in part at the United Nations General Assembly in New York.

Also in advertising:

Bargain buying ■ ABC-TV Productions Inc. and L&B Time Buying Inc., both New York, have made an agreement under which they will offer agencies and their clients a package of TV commercials and TV time purchases at reduced rates. L&B officials said the agency will receive a 15% commission on the time bought.

Spot maker formed ■ Vistar Inc., New York, has been formed with offices at 575 Madison Avenue, to handle assignments in multi-media slide and film production including TV and radio commercials. Tony Faillace is sales and administrative director; George Edrich, creative director; Rocco Dellarso, film production director; Tony Perone, art and film director; and Dick Barry, production and technical director.

Venture moves to Ventura ■ Harlan G. Oakes and Associates, Los Angeles, is moving to new offices at 14724 Ventura Boulevard, Sherman Oaks, Calif. Mailing address at the new location is Box 5962, Sherman Oaks, Calif. 91413. Telephone: (213) 986-8050.

New marketing unit ■ Media Corp. of America, New York, a media-buying and planning organization, has formed a marketing consultants division, which will offer clients research and information on new products and services for business both in the U.S. and abroad. The new division is headed by Harry E. Wholley, formerly vice president and director of advertising promotion for Chase-Manhattan Bank, New York.

IN NEW ORLEANS
WSMB
REACHES
MORE
ADULTS

During both drive times throughout the week, WSMB excels in attracting ADULTS. In AM Drive alone (Metro Area) WSMB is #1 in TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. AND, to reach the housewife — ask the housewife — 10 A.M. to 3 P.M. — WSMB IS NUMBER ONE!

NEW ORLEANS ARB METRO AREA—AVERAGE ¼ HOUR DELIVERY APRIL/MAY 1970
WSMB New Orleans • 5,000 watts • 1350 kc • Represented by METRO RADIO SALES

tion for Chase-Manhattan Bank, New York.

Change of name and address ■ Arndt, Preston, Chapin, Lamb and Keen Inc., Philadelphia-based advertising agency, has changed firm's name to APCL&K Inc. and has moved to new offices in Philadelphia. The firm also maintains offices in New York.

Agency appointments:

■ Cook Chemical Co., Kansas City,

Mo., has appointed Norman, Craig and Kummel Inc., New York, to handle advertising for its insecticide products. Plans for a campaign are being prepared, according to an NCK spokesman. Cook Chemical's former agency was Simon and Gwynn Inc., Memphis.

■ HCA Foods Corp., makers of Doxsee Clam products, has named W. B. Donner & Co., both Baltimore, to handle its advertising program. HCA is a subsidiary of the Sonesta Corp., a worldwide

hotel operator. Media plans were not immediately announced.

■ Indiana Credit Union League has named Garrison, Jasper, Rose and Co., Indianapolis, to handle a statewide advertising campaign. According to the League, this is the first time all credit unions in a state have pooled resources for television advertising. The campaign will have a \$100,000 budget and is to begin in early 1971.

Programming

Access becomes a free speech issue

But that's only one of many objections raised as appellants hit network rule from all sides

The FCC's prime-time access rule came under attack last week as a direct restraint on free speech, in violation of both the First Amendment and the Communications Act, and as the product of unlawful procedures by the commission.

The attack was contained in briefs filed with the U.S. Second Circuit Appeals Court in New York by CBS and the CBS Television Affiliates Association. They were among a series of briefs submitted by appellants at the Wednesday (Nov. 25) deadline for submission of arguments against the access rule and two companion prohibitions. One of the companion rules bars networks from domestic syndication and substantially limits their syndication abroad; the other bars them from acquiring financial and other subsidiary interests in programs produced for them by others.

The briefs showed the appellants in varying positions. CBS, the only network now appealing the access rule, also attacked the financial-interest ban but, having arranged to spin off its syndication business, did not challenge the syndication ban. The affiliates focused on the access rule, which bars stations in the top-50 markets from taking more than three hours of network programming between 7 and 11 p.m. local time (except 6-10 central time).

The rule was hit from a number of different angles by others appealing the commission rule—WCAX-TV Burlington, Vt., MCA Inc., and WLKT-TV Louisville, Ky., and WAST-TV Albany, N.Y., both owned by Sonderling Broadcasting Corp. In addition, the National Association of Broadcasters filed a friend-of-the-court brief opposing the rule in behalf of stations in markets below the

top 50.

NBC, which along with its TV affiliates association, had given notice that it was abandoning its appeal of the access rule in favor of another form of attack (BROADCASTING, Nov. 23), sought to preserve the right to engage in syndication of programs other than those it acquires for showing on the network. It also sought to overturn the financial-interest rule to the extent that the rule prevents acquisition of such program-syndication rights, in disposing of the existing program rights.

ABC, which had never strenuously opposed the access rule and in recent months had tacitly endorsed it, centered its fire on the syndication and financial-interest bans.

CBS contended the prime-time access rule was an assault on constitutional guarantees of free speech. It is "comparable in purpose and effect," the CBS brief said, "to a regulation prohibiting newspapers from devoting more than a specified portion of their news space to items taken from major news services such as AP or UPI. Such an interference by the government in the free marketplace of ideas would, as applied to the printed press, clearly violate the First Amendment.

"None of the special characteristics of broadcasting justifies a different conclusion with respect to the 'prime-time access' rule. The commission possesses no constitutional power to control program sources for commercial television and radio broadcasting."

It is the broadcaster's obligation as well as his right to select "the material he believes will best serve the needs and interests of his community," the brief continued, and the access rule "seriously interferes with this right and

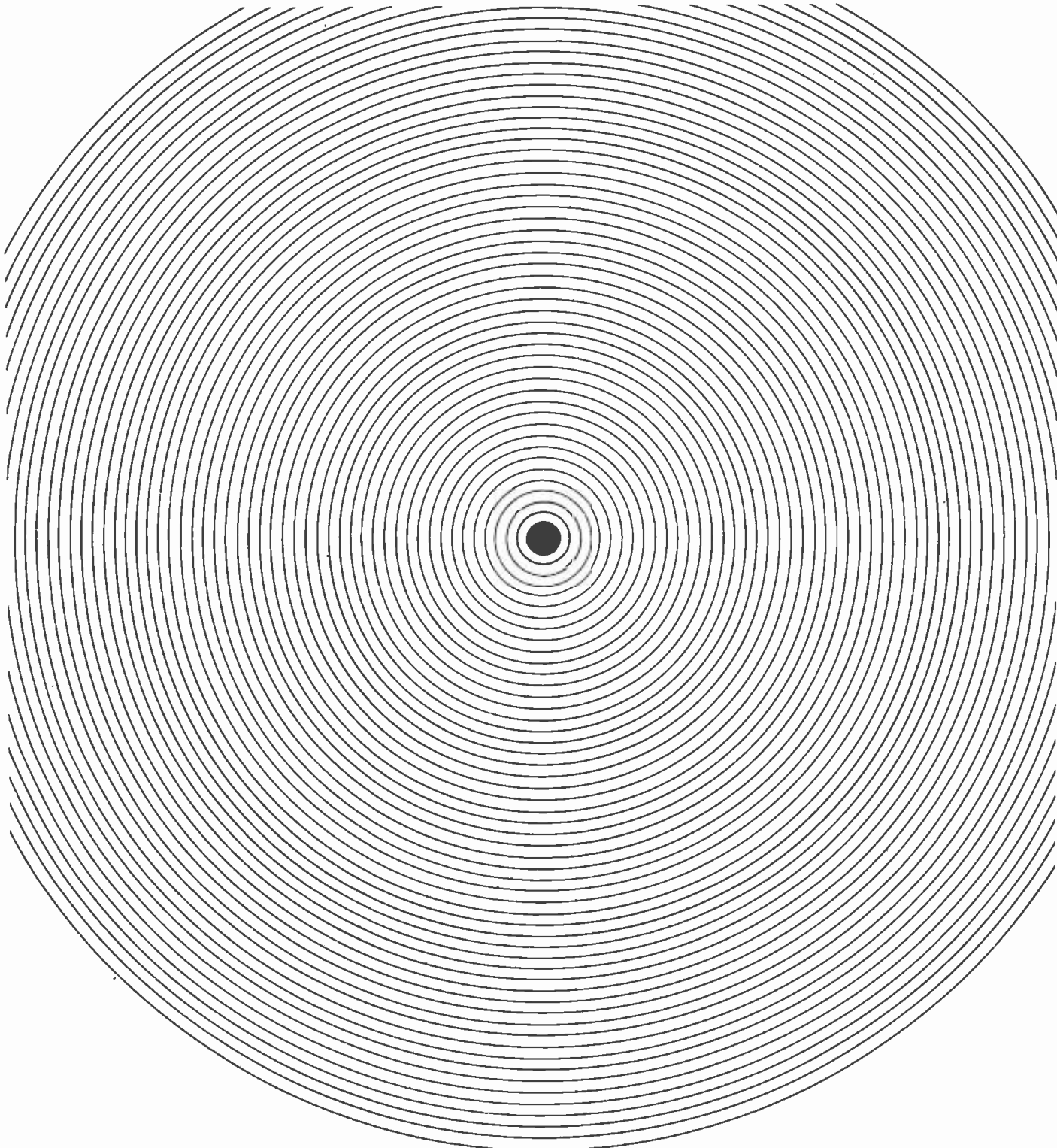
the performance of this obligation."

The CBS TV affiliates said the record in the rulemaking proceeding and the commission's own opinions "demonstrate the lack of any compelling justification that might constitutionally justify the direct restraints on speech" imposed by the rule. "The commission," the brief said, "has blithely imposed severe and immediate restraints on speech in return for unsubstantiated hope of eventual benefit."

A number of the appellants also said the commission's action should be reversed because of what they considered the haphazard and improper manner in which it was taken. Several cited the commission's reliance, in denying petitions for reconsideration of the rule, on a number of letters from producers supporting the access rule that had not been a part of the public record. They said they had been dealt with unfairly in not being given an opportunity to rebut the letters.

WCAX-TV, which is a CBS affiliate, the CBS affiliates association and the NAB stressed the adverse impact they said the rule would have on small-market stations—an impact, they contended, the commission did not consider sufficiently. They noted that, although the rule applies only to the top-50 markets, affiliates in smaller markets will be affected since the networks are cutting back their prime-time programming to three hours. And small-market stations, they added, will be unable to afford quality syndicated programming to fill the vacant time.

WCAX-TV said the rule violates the Communications Act provision requiring the commission to provide equitable distribution of broadcast service among the states and communities, and pro-



**Hit Your Market
Every Day
Of The Year
With One Shot
In The 1971
Broadcasting
Yearbook**

The most complete and most authoritative source of facts about the business of radio and television ever published.

The 36th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 650 pages, index-tabbed for instant reference.

So wide is its range of information that the 1971 *Broadcasting Yearbook* will actually combine 54 different and distinct directories within a single volume . . . 54 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of

their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1971 *Broadcasting Yearbook* keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in *Broadcasting Yearbook* thus gives you the impact of a full year's campaign . . . continuous performance, maximum exposure . . . at minimum cost.

Reserve the best position in the directory section of your choice.

**54 Separate
Directories In A
Single Volume!**

No wonder *Broadcasting Yearbook* is the most reached-for reference work in the whole business of television and radio.

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1971 *Broadcasting Yearbook*—the one-book library of television and radio information.

A—The Facilities of Television
 TV Station Directory
 Call Letters
 Canadian TV Stations
 Channels
 Canadian Channels
 Allocations
 Experimental TV Stations
 Transfers of Ownership
 Newspaper Ownership
 TV Applications Pending
 Group Ownership
 International
 Broadcasting

B—The Facilities of AM-FM Radio
 AM & FM Radio
 Directories
 Canadian AM & FM Stations
 AM Station Call Letters
 FM Commercial Call Letters
 FM Educational Call Letters
 AM Radio by Frequencies
 Canadian AM by Frequency
 FM, Frequencies, Channels
 Canadian FM by Frequency
 FM Assignments
 Caribbean, Mexican Stations
 College Stations

C—Equipment and Products
 Product Guide
 Equipment Manufacturers
 FCC Rules & Regulations
 Station Application

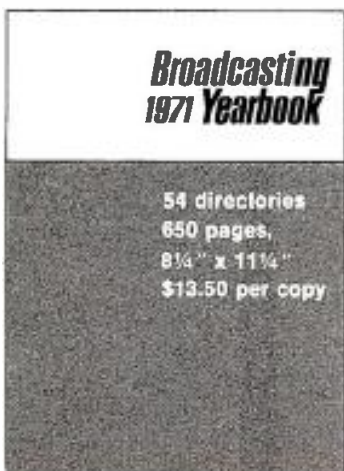
D—Radio and TV Program Producers and Distributors
 Radio Program Producers
 Television Program Producers
 Television Commercial Producers
 NAB Television Code
 NAB Radio Code
 Talent Agents and Managers
 Radio-TV News Services
 Radio Commercial Producers
 Business, Promotion
 Films
 Television Processing
 Labs
 Foreign Language Programs
 Negro Programming
 C&W Stations
 Major Awards & Citations

E—Agencies, Reps, Networks, Brokers, Schools, Misc.
 Radio & TV Representatives
 Network Executives
 Regional Radio Networks
 Government Agencies
 Associations, Societies
 Unions, Labor Groups
 Attorneys in Radio-TV
 Consulting Engineers
 Schools
 Farm Directors
 Advertising Agencies
 Major Trends, Events

The 1971 Yearbook includes new population, marketing and audience data: ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; color household data; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today. Call your nearest Broadcasting office:



Washington Headquarters
 1735 DeSales St., N.W. 20036,
 (202) 638-1022

New York
 444 Madison Ave. 10022,
 (212) 755-0610

Chicago
 360 No. Michigan Ave. 60601,
 (312) 236-4115

Hollywood
 1680 N. Vine St. 90028,
 (213) 463-3148

hibiting it from discriminating against small communities "in order to obtain benefits for large communities."

WCAX-TV said the new rule's benefits, if any, will be realized in the larger markets—where new syndicated programming will presumably be introduced—"while small-market stations will be diminished in their ability to serve the public interest and will sustain financial losses that will, for a substantial number of them, be crippling."

The station produced figures, based on commission calculations and data, to support its charge that the rule is "confiscatory" as well as discriminatory. It said that one station known to have lost \$50,000 in 1969 would have lost \$88,000 if the rule had been in effect; one that lost \$96,000 would have lost \$140,000. In all, WCAX-TV listed nine situations in which stations that lost money last year would have lost substantially more under the rule.

MCA, a major supplier of network programming, urged the court to set aside the rule pending further proceedings to provide "a factual predicate" for any action the commission might take. Like others opposing the rule, it said the commission had articulated no such predicate. There is nothing in the record to indicate that the rule will succeed in its aim of generating syndicated programming that sponsors will buy, MCA said.

As an alternative, MCA urged the

court to overturn that portion of the rule setting Oct. 1, 1971, as its effective date and to direct the commission to move the date back one year. MCA said the lead time allowed syndicators to develop and sell independent programming is too short under the existing time table.

Furthermore, MCA said, the commission has "emasculated" the rule as a means of providing nonnetwork program syndicators with access to prime time by postponing until Oct. 1, 1972, that portion of the rule prohibiting the use of off-network material and theatrical films as substitutes for the barred network programming. MCA said the two "inconsistent actions" amount to encouraging producers to invest in syndication efforts for the 1971-72 season while advising stations that, during that time period, they can use existing program stock instead of spending money on "new untested" syndicated programs.

It was the ban on off-network and theatrical films to fill the network-vacated time that drew the fire of WLKY-TV and WAST. Their joint brief noted that those stations rely heavily on such material to counterprogram in prime time "well-entrenched VHF stations with superior technical facilities." Both have invested heavily in off-network and theatrical films they could not use in prime time under the rules.

The stations, as did the CBS TV

affiliates, contended that aspect of the rule was adopted without adequate notice, since the commission did not indicate it was contemplating a bar on the use of off-network and theatrical films in the vacated time until it adopted its rule in May.

The Sonderling stations also said the commission lacks the authority to adopt such a provision. They said that there is nothing in the Communications Act "which deals even remotely with the film-production industry or charges the commission with the responsibility to encourage the manufacture of new film series for any purpose."

The FCC was also said to be out of its depth in adopting its financial-interest rule. CBS said that, "as a direct regulation of networks," it exceeds the commission's authority. CBS also said the rule is invalid because it is not supported by the record.

ABC called the syndication and financial-interest barrier "arbitrary, capricious, unreasonable and otherwise unlawful," and also asked the court to require the FCC to consider less drastic regulatory measures that ABC and others had previously proposed. It asked the court to call on the commission to state in what respect, if any, these proposals would not be responsive to the commission's concerns.

One point raised earlier by ABC, the brief said, was that there should be no restrictions on foreign syndication in-

Agnew praises U.S. journalists

Tells AP parley group is 'fairest in the world'

Vice President Spiro T. Agnew, who last year used the stick of invective in getting across his views of American journalism, has now turned to the carrot of sweet talk in seeking to persuade the news media to achieve greater balance and fairness.

The U.S., he told newspaper editors attending an Associated Press managing editors convention in Honolulu on Nov. 20, "has the most self-demanding, least self-satisfied, most ingenious, least inhibited, best informed, least controlled, most professional, least subjective, most competitive, least party-line, fairest, and finest journalistic complex in the world."

He didn't take anything back from his past speeches—particularly two within the space of a week in November 1969 in which he accused the television networks and the *Washington Post*, the *New York Times* and *Newsweek* of

being prejudiced against the administration and of being guilty of a liberal bias (BROADCASTING, Nov. 17, 1969, et seq.).

The reason for his criticism, he said, was to get the industry to examine itself closely—a goal he believes has been achieved. And if that self-assessment is indeed getting under way, he said, "I have done your profession not an injury but a lasting favor."

He shared credit for any success along that line with the "many thousands" of readers and viewers who supported the points he made in his speeches and who joined in with criticisms of their own. "I feel that this outpouring demonstrated that a bona-fide basis for the criticism did in fact exist, and it came as a revelation to media officials," he said.

But, returning to the positive, he said he has found the majority of newscasters and reporters "as fair and as objective as they are emotionally and psychologically able to be." And he feels that most accounts of his words and deeds are "adequate and factual; indeed time and again I have found surprisingly complimentary coverage of my viewpoints by journalists who I happen to know do not suffer from ardor

for Agnew."

It was against that background that he offered suggestions for improvement of the news media. First of all, he said, they should "overcome their hypersensitivity to being challenged . . . It is a knee-jerk reaction that I think ill becomes a proud profession that is guaranteed freedom by the Constitution and that ought to be eager to police itself."

He noted "with particular interest," though without formal endorsement, a recommendation by Norman Isaacs, president of the American Society of Newspaper Editors, for creation of a press council similar to Britain's, to serve as a "moral and ethical force" in keeping the media "more responsible."

He also urged the news executives to pay more attention "to balanced presentation of views on controversial issues." He said such balance was essential because only 45 of the 1,500 cities with daily newspapers are served by two or more competing, separately owned papers.

As he has in the past, he urged that editors keep a closer eye on the problem "of segregating factual news from opinion—to confining opinion to the editorial page or prominently labeling

asmuch as the FCC's argument about conflict of interest and preferred position with affiliates could not apply in the overseas sector. Another alternative suggested by ABC was that the syndication proscription should not apply to domestic syndication of programs produced solely by network companies, or to those that are not acquired during network licensing or to distribution to stations that are not affiliates of the network.

As for the financial-interest rule, ABC said it supported a policy that CBS had reported to the FCC. The CBS policy was that producers asking for development financing or working capital from the network have the option of agreeing to repay such network investment or negotiating a participation by the network in the subsidiary rights or interests.

The brief noted that, in denying petitions for reconsideration, the commission has made no reference to these less drastic remedies. It asked the court to direct the commission to consider these suggestions and to make findings from which a reviewing court could determine that the FCC had examined the alternatives.

NBC's brief stressed that the company was not challenging the FCC's rule banning networks from syndicating programs they had acquired for network distribution. But NBC said it was opposing regulations that would re-

quire it to give up virtually every part of the syndication business; prevent NBC from obtaining distribution rights to programs unrelated to network licensing, and prohibit the network from sharing in the revenues or profits of programs whose rights NBC would assign to another distributor.

quire it to give up virtually every part of the syndication business; prevent NBC from obtaining distribution rights to programs unrelated to network licensing, and prohibit the network from sharing in the revenues or profits of programs whose rights NBC would assign to another distributor.

Throughout its brief, NBC contended that the commission's rules go far beyond its original concern for "possible abuse" by the networks because of their power to select programs for network schedules and to bargain for subsidiary rights. NBC pointed out that under the commission's regulations it would be prohibited from acquiring rights to programs that are not intended for network licensing, whether they are produced by an independent company, another network or a station.

It said the rules would prevent NBC from acquiring rights to foreign-produced programs for foreign distribution. NBC noted that the commission said the rule was not intended to cover this situation, but added that no other modifications were discussed or made.

NBC challenged sharply a commission ruling that would prevent networks, when they disposed of syndication rights, from sharing in the profits accruing to the chosen distributor. NBC deduced that the rule, as stated, would require a "sudden death" forced sale at a flat price, in contrast with normal distribution arrangement under which the licensor paid all revenues after deduction of distribution fees and expenses.

The brief cited the successful *Bonanza* series as a case in point. Under the rule if the network were to decide to put *Bonanza* into syndication, it would have to name a distributor and decide on a flat fee for the rights to the program. "NBC knows of no syndicator who would agree to pay a fixed amount in advance even approaching the many millions of dollars that *Bonanza* is worth to NBC," the brief stated. "There is no reason given by the commission for imposing such severe divestment procedure."

Students' script due as 'Bewitched' story

A script given last year to William Asher, executive producer of ABC-TV's *Bewitched* series, by 25 10th grade students at Jefferson High School, Los Angeles, will be aired as the Christmas Eve episode of the series. Payment for the script will be placed in a special fund at the school to continue elective courses in mass-media communications.

The script was a thank-you gift following a visit by the class (all black) and its teacher, Marcella Saunders, 22,

to the Screen Gems studio. Titled "Sisters at Heart," the episode is about a black girl who, with series regular Tabitha, both change to polka-dot.

CBS edges NBC in latest Fast Nielsen

CBS-TV moved back into the lead in the Fast National Niensens for the week of Nov. 9-15 with a half-point advantage over NBC-TV, which had led the last four weeks. The prime-time average ratings were 19.7 for CBS-TV, 19.2 for NBC-TV and 18.4 or 18.3, depending on method of computation, for ABC-TV. As a three-network race, it was said to be the closest of the new season.

CBS had the highest average ratings on Monday, Wednesday, Thursday and Friday nights; NBC on Saturday and Sunday nights, ABC on Tuesday night. The top 10 shows in order: CBS's *Marcus Welby* and *Movie of the Week*, CBS's *Gunsmoke*, NBC's *Walt Disney* and *Ironside*, CBS's *Here's Lucy* and *Medical Center*, NBC's *Bonanza*, CBS's *Hawaii Five-O* and ABC's *Mod Squad*.

Actors awaiting share of cassette gold mine

"Nobody can tell how rich a pie this will be, or when it will come out of the oven, but it smells very good indeed, just the dish for hungry actors." The speaker was Charlton Heston, re-elected president of the Screen Actors Guild, and the pie is the video-cassette. In his state of the union address to SAG members, Mr. Heston called the cassette the "biggest prize package opened in Hollywood since sound came in."

Noting that the cassette's potential has yet to be realized, the six-time guild president added that the total determination to establish the actor's "prime right to an ongoing share in the continuing proceeds from the rental or sale of cassettes . . . will undoubtedly create the most serious confrontation with producers since the word 'residual' was first heard." Mr. Heston added that the cassette could well become a basic strike issue.

It was the guild's job, he felt, to determine how the field will materialize and when. Some preliminary exploration of the issue with other guilds has already been conducted. "We will be the first American actor's union to negotiate in this area when our theatrical contract runs out next spring," Mr. Heston said. "I will appoint a negotiating committee which will place video-cassette rights at the top of their list of contract demands."

A meeting with British Actors' Equity is planned for January in London for negotiations in the cassette field there.

it as opinion if it is run elsewhere." He said he has found that newspapers work harder at this than do television, radio or the newsmagazines. "But still we see slanted stories, whether or not the tilt is deliberate."

As proof that editors do let their biases show, he quoted from a letter he said he received from a young journalist on "a large metropolitan daily" asserting that the editors were reluctant to print a public-opinion poll showing Mr. Agnew gaining in popularity but gave prominent play to a picture of the Vice President's celebrated golf shot that hit pro Doug Sanders in the head.

And in reference to that letter and to the kind of outcry his speeches criticizing the media generated, he said that "it is abundantly clear that, to the degree censorship exists in our country, it is done not by government, but by the news media. . . ."

"No matter how much I or anyone else may be accused of trying to bulldoze the press," he added, "you and I know perfectly well that you can't be intimidated. And you shouldn't be. But my appeal is that you bear constantly in mind that yours is a heavy responsibility."

Dissidents rock but don't sink FM

Staff of Bay Area outlet seizes studio, fails to get greater program control

To an average commercial broadcaster, the programing of KMPX(FM) San Francisco would probably represent the far fringe of the ideological spectrum. Under the ownership of the National Science Network, KMPX has programed a salty mixture of progressive rock and freewheeling left-wing philosophy that most outsiders would regard as a living monument to the elasticity of free speech in America.

But a group of the station's announcers wanted more. They saw the station as a potential vehicle for cultural revolution—a radio equivalent, in content and structure, of the underground press. To present their case to management and to provide a framework for the pursuit of revolution on the airwaves, 10 staff members formed a "collective" several months ago and demanded broad control over programing, hiring, salaries and other details of running the commercial station.

Ultimately, their demands went beyond what the licensee was willing to grant. The result was that four leaders of the collective seized control of the station on Oct. 20, and for four hours broadcast an uninhibited stream of music, demands and radical philosophy.

It began this way: Like some progressive stations, KMPX attracted a number of unconventional staff members. Gradually, they began to produce something that was more than the "white rock" sound of the typical progressive station. As an official of the licensee corporation was the first to acknowledge, the station became "violently radical." Its music went beyond rock to include avant-garde jazz, African music and other sounds calculated to attract a multinational "free community" audience. Its talk was similarly reflective of an entire life-style.

The announcers apparently were reaching their underground audience, but they were also antagonizing their own management with demands for greater control. The split widened when the KMPX program director left, and management hired a replacement without consulting the collective—which saw no need for any program director at all. Finally, the management elected to dismiss four leaders of the collective as "agitators."

That decision led to the takeover. At 3:30 p.m. on Oct. 20, the four locked themselves in and began broadcasting

independently. The whole scene culminated about 7:30 that evening when a statement previously issued by management was read over the air. It said, in part:

"The complete and only grounds for conflict lay in differing concepts of authority, control and audience structure. . . . Where a station is operated for benefit of the general public, such power-control revolutionary demands are impossible and harm the corporation, the public and the revolutionaries."

Members of the collective greeted that statement by yelling, in unison and on the air: "Bullshit!" A moment later, they were off the air. National Science Network Senior Vice President Stan Gurrell had worked his way into the studio and pulled the plug.

For the next three weeks, KMPX was without a staff and unable to broadcast anything except a record containing "sounds of the ocean," to let listeners know that the station was still alive. Finally, on Nov. 13, KMPX returned to the air—with a Shinto purification ceremony. The demands of the collective had been rejected, but the station had not abandoned its eclectic format.

Today, the station is on the air with a staff of 12, three of whom are ex-members of the collective. KMPX has returned to a broader format, and a state of rough equilibrium prevails. Radicals had promised picketing and other harassment, but so far almost none of that has taken place.

The licensee corporation, National Science Network, is entirely owned by L. W. Frohlich, who also owns a New York advertising agency and a number of research firms in the U.S. and Europe. The company owns, in addition to KMPX, WNCN(FM) New York, a classical-music station; WDFH(FM) Chicago, middle-of-the-road, and KPPC(FM) Los Angeles, a progressive-rock station. KMPX was purchased by NSN from Crosby Pacific slightly more than one year ago.

New radio network starts on coast

The formation of a radio network to provide "alternative news programing" has been announced by Lew Irwin, creator and producer of *The Credibility Gap* on KRLA(AM) Los Angeles. Topical satire and music will be integrated with hard news on the Fifth Estate Network.

Programing of the six-minute news shows is scheduled to start Feb. 1, 1971, on 12 California stations. Sixteen shows each day are planned for contemporary and underground broadcast operations. High-quality telephone lines will carry the signals from the network's Los An-

geles studios. National operations are expected to begin Sept. 1, 1971.

Members of the Fifth Estate Network include folk singer-commentator Len Chandler, who appeared with Mr. Irwin on *The Newsical Muse*, a summer series produced by noncommercial KCET(TV) Los Angeles, former TV host Les Crane and Avery Schreiber. Among the celebrities the network says have agreed to appear are Tom Smothers, Rowan and Martin, George Harrison and Melvin Belli.

TV news story helps KO 'drug-pushing' notebook

A report, broadcast by Bill Bonds on KABC-TV Los Angeles, has been credited as a key factor in the removal from store shelves of a looseleaf notebook, which among other "in" phrases on its cover, suggested: "Drop acid . . . not bombs."

Following the story on Nov. 13, a local drugstore chain removed the books, and the station later reported that Edgar Stovall, president of Westab Inc., Dayton, Ohio, manufacturer of the books had taken the product off the market after receiving a number of complaints.

Ecology, Vietnam specials cited

And Kenneth Cox is also among winners of duPont awards

Winners of the second annual Alfred I. duPont-Columbia University awards in broadcast journalism for the 1969-70 season were announced last week by Dr. William McGill, president of Columbia.

The awards, administered by the university's Graduate School of Journalism, will be presented to Kenneth A. Cox, FCC commissioner from 1963 to 70, for "championing the public interest in broadcasting"; producer-director Fred erick Wiseman and National Educational Television for a 90-minute documentary, "Hospital"; CBS News correspondent John Laurence and *CBS Evening News* for a series of reports on *Charlie Company in Vietnam*. Also producer Fred Freed and NBC for a one-hour TV program, "Pollution Is A Matter of Choice"; wcco-tv Minneapolis for a half-hour documentary, "Grunt's Little War," dealing with the views of soldiers in Vietnam, particularly Minnesota boys, on the war; and wood-TV Grand Rapids, Mich., for *Our Poisoned World*, five prime-time half-hour programs on the ecological crisis as it applied to Grand Rapids.

Selection of the winners was made

by a six-man jury consisting of Elie Abel, dean of the Columbia Graduate School of Journalism; Michael Arlen, author and critic; Richard T. Baker, professor of journalism, Columbia University; Edward W. Barrett, director of the Communications Institute at the Academy for Educational Development; Marya Mannes, critic and author; and Sig Mickelson, vice president, Encyclopaedia Britannica Educational Corp. and former president of CBS News.

The announcement of the winners was made in conjunction with the Alfred I. DuPont-Columbia University Survey of Broadcast Journalism. The second survey, covering the 1969-70 season, will be published next month by Grosset & Dunlap Inc.

"Criticism cannot, by itself, raise standards in broadcasting," Dean Abel said. "It must, in our judgment, be accompanied by recognition of excellence. The jurors have tried to serve both purposes with this year's DuPont-Columbia Awards and the Survey of Broadcast Journalism."

The initial survey last year was highly critical of the role of broadcast journalism during 1968-69. Some observers construed Dean Abel's remarks as an indication that this year's survey will be more judicious in tone.

The awards depend mainly on a program of research rather than on submissions by interested parties, although these also are encouraged. Sixty DuPont correspondents throughout the country recommend individuals or programs.

Rickles plans new TV series

Don Rickles, whose last venture into network television on ABC-TV lasted half a season, is the star of a new series being prepared for the CBS-TV 1971-72 season. The half-hour situation-comedy series features Mr. Rickles as an advertising agency executive. Pilot shooting begins Dec. 11 in Los Angeles. CBS and Warmth Productions are co-producers of the show.

ABC-TV gives stations extra Saturday time

ABC-TV is realigning its Saturday-morning schedule effective Jan. 2, starting an hour later, but adding a half-hour at the end of the morning schedule for a net return of a half-hour to affiliates for local programming.

The Reluctant Dragon and *Mr. Toad*, which now opens the Saturday line-up at 8-8:30 Eastern time, will be dropped for the rest of the season but will return, ABC said, at a later date. *Motor Mouse*, now on at 8:30-9 a.m., will move to 12-12:30 p.m. *The Hardy Boys*, now at 12-12:30, will shift to 12:30-1 p.m. and *American Bandstand*,

which currently winds up the Saturday-morning schedule at 12:30-1:30, will go to 1-2 p.m.

The 9 noon line-up is unchanged: *Lancelot Link, Secret Chimp Hour*, will open the schedule at 9-9:30, followed by *Will The Real Jerry Lewis Please Sit Down?*, *Here Come the Doubledeckers*, *Hot Wheels* and *Sky Hawks*.

Two new shows feature Sugar Ray, sports quiz

"For quite some time now, people have been talking about doing something for our kids, but have never gone beyond that stage. Well, we have and we're going to be entertaining at the same time." Having outlined the need, Gerry Gross, executive producer, CPM Programs Inc., Los Angeles, has developed two shows he believes will be just that.

The one he is most proud of is *Sugar Ray's Junior Champions*, in which the stars of the show are children from the area where the program is seen, competing in a decathlon to test their athletic ability. Former boxing champion Sugar Ray Robinson, whose junior champions program for youngsters up to 15 years old has received national recognition, introduces each TV show and is host of a weekly clinic with a well-known professional athlete. Although originally scheduled as a 30-minute show, it is

Survey target: public affairs 20th Century Fund panel eyes improvements for this broadcast area

The Twentieth Century Fund, New York, last week announced the make-up of a 10-man committee which is examining how to improve public-affairs broadcasting. Frederick W. Ford, former FCC chairman and one-time president of the National Cable TV Association, is chairman of the committee.

Target date for the survey, which began last month, is April 1971. Estimated cost is \$25,000.

Members of the committee are:

Elie Abel, former NBC newscaster who is now dean of the School of Journalism, Columbia University, New York; Douglas Cater, journalist and author and former special assistant to President Johnson, Washington; Frederick Dutton, regent of the University of California, Berkeley, Calif., and a former assistant to the late President Kennedy; Vera Glaser, syndicated columnist for the Knight newspapers and previously a Republican publicist, Washington; Robert Northshield, ex-

pected that *Junior Champions* will be expanded to an hour before it begins next spring.

The second program, *The Sports Challenge*, benefits youth clubs by providing up to \$1,000 of athletic equipment each week to a different organization. Two teams of three pro athletes are pitted against each other in the 30-minute sports trivia question-and-answer game. The youth clubs represented by the pros get \$1,000 and \$500 worth of equipment depending on who wins the game. Clubs may be nominated by viewers and do not necessarily have to be from the city represented by the athlete's team.

Changing Formats

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

■ KORE-AM-FM Springfield-Eugene, Ore.—Radio Wonderful Willamette land Inc., effective Sept. 1; AM switched from "adult popular," album music, and other middle-of-the-road music, to country-and-western music, and FM changed from light classics, classics and jazz to duplicated C & W music. KORE(AM) is a daytimer on 1050 khz with 1 kw; KORE-FM operates on 93.1 mhz with 1.35 kw and an antenna 90 feet above

executive producer, NBC News, New York; George Owens, president, Tougaloo College, Tougaloo, Miss.; W. Theodore Pierson, communications lawyer, Dreyfus Fund, New York, and Robert D. Stuart Jr., president, Quaker Oats Co., Chicago.

Lawrence Laurent, TV-radio editor of the *Washington Post*, is secretary for the committee.

At its meeting in New York last week, its second, the committee reportedly accepted a definition of public-affairs programming, largely suggested by Mr. Pierson: "Programs and announcements that attempt to transfer information and knowledge to the public about the state of the polity." Also discussed were the effect of new technologies, like CATV and cassettes, on public-service program distribution.

The Ford committee also is expected to consider the problem of financing political programs.

Last year, a commission headed by former FCC Chairman Newton Minow, supported by Twentieth Century Fund, proposed that broadcasters be required to set aside a block of prime-time half hours for use by candidates to be charged at half the price of the regular fee for the time (BROADCASTING, Oct. 6, 1969).

average terrain.

■ **WORX-FM** Madison, Ind.—WORX division of Electronic Laboratories Inc., effective Nov. 6, changed from a middle-of-the-road music format to top-40 rock from 6 p.m. to 12 midnight. WORX(AM) and WORX-FM simulcast MOR during daytime hours. WORX(AM) is a daytimer on 1270 khz with 1 kw. WORX-FM is on 96.7 mhz with 3 kw and an antenna 230 feet above average terrain.

Program notes:

Brother against brother ■ Dick Carson, whose brother is star of NBC-TV's *Tonight Show with Johnny Carson*, and himself a former director of *Tonight*, has been signed to direct the rival *Merv Griffin Show*, on CBS-TV, it was announced last week. Program, which recently moved to Hollywood in an apparent effort to boost its ratings, has consistently run behind the *Tonight Show* in the Nielsen race. Dick Carson, who replaces Daniel Smith, held a production development post with Ralph Andrews Productions, Hollywood, before accepting the Griffin assignment. In addition, Merv Griffin Productions has renewed the contract of the show's producer, Walter Kempley, for the next 26 weeks.

Mel Torme's Christmas Show ■ *Mel Torme Presents: The Price Of Fame*, a one-hour TV special, is being syndicated for Christmas showing by International Ventures Inc., Los Angeles, and Grey Advertising Inc., New York. The program is sponsored by Canada Dry. Guests on the show include Sammy Davis Jr., Dick Martin, Cass Elliott and Carol Burnett.

Two Warner pilots ■ Warner Bros. Television reports it is involved in two pilot projects for NBC-TV. One is a two-hour feature film pilot titled *Banyon*, a detective story set in 1937, and the second is a half-hour comedy, *Allan*, dealing with the adventures of a college graduate moving out into the business world.

It happened one year ■ Associated Press is producing a year-end audio program, *The World In Sound—1970*, which is planned for distribution on tape or 33½ r.p.m. disks to radio stations in mid-December. This is the sixth year the AP has produced the program, which will be edited so that it may be used as a one-hour presentation, two 30-minute or four 15-minute programs. Morgan Beatty will be narrator of the program, covering news and feature highlights of 1970.

Lost race, won show ■ Project 7 Inc. has signed Barry Farber for a new television interview show. Mr. Farber has two shows on WOR(AM) New York

—a seven-nights-a-week talk interview show from 11:15 p.m. until 5 a.m., and an 8:15 to 9 p.m. syndicated program. Mr. Farber, running as a Republican-Liberal, was defeated in his bid for a House of Representatives seat from New York's 19th district by Democrat peace activist Bella Abzug during the last election (BROADCASTING, Nov. 9).

Updated oldies guide ■ The Music Director, Chestnut Hill, Mass., programming service will make its 1970 supplement to the Oldies Guide available to broadcasters by Dec. 30. The guide is an alphabetical listing of over 200 middle-of-the-road oldies that hit the top 100 during 1970. The date each oldie reached its national peak and the numerical high point of each record will also be listed.

Sterling service ■ Radio personality Jack Sterling has returned to radio to be host of a lunchtime program over wvox(AM) New Rochelle, N.Y. Mr. Sterling, who replaced Arthur Godfrey as morning man on WCBS(AM) New York in 1948 and was host of *The Big Top*, on CBS-TV, will broadcast *Luncheon with Jack Sterling* live from the restaurant he operates in Eastchester, N.Y. Name guests will be featured.

Rock takes five, returns ■ "McMillan & Wife," a world premiere to be seen on NBC-TV in 1971, will star Rock Hudson, according to Universal Studios. Mr. Hudson, who began his career at Universal, is making his first movie for the studio in five years and his first expressly for TV. Leonard Stern, who co-authored the screenplay, will produce and direct.

Florida groundbreaking ■ Capital Film Laboratories Inc., Washington, has begun construction on a \$140,000 addition to its present Miami laboratory. The 10,000 square-foot facility will contain six editorial rooms and two black-and-white processing machines providing 16mm and 35 mm sound and work print capabilities as well as high contrast positive title work. Increased color processing will also be housed in the addition plus a new service which will store, inspect and renew movie and TV films.

Monday football boosted

James E. Duffy, president of ABC-TV, said last week his network's NFL Monday-night football has restored "event television" to prime time. Speaking Tuesday (Nov. 24) to the Rotary Club of New Haven, Conn., Mr. Duffy said the football series "has created more excitement, more enthusiasm, more empathy with the medium than any single network undertaking in many years."

Now 192 hours of specials ■ The eighth in a series of 24-hour specials was aired Nov. 16 by KABC(AM) Los Angeles. The topic was "The Sexual Revolution." Guests included members of Congress, so-called smut peddlers, prostitutes, clergymen and educators. Previous specials by the ABC-owned station have covered abortion, pollution, school desegregation and the generation gap.

Holiday special ■ "The Great Santa Claus Switch," a holiday musical starring Art Carney and the Muppets, will be a special Christmas presentation of *The Ed Sullivan Show*; Sunday, Dec. 20 (8-9 p.m. EST) on CBS-TV. Special was written by Jerry Juhl with music by Joe Raposo.

Stronger than fact ■ Science fiction merges with science fact in a two-hour movie being produced by MGM for ABC-TV. "Earth II" lists among its technical advisors Dr. Krafft Ehrlicke and R. Buckminster Fuller. Dr. Ehrlicke, chief scientific advisor, Advanced Programs, North American Rockwell Space Division, El Segundo, Calif., presently is serving on that department's Space Station study being conducted for the National Aeronautics and Space Administration. The study projects the construction of a space platform somewhat similar to that in "Earth II." Mr. Fuller, noted architect and head of the Whole Earth Resources Program, Carbondale, Ill., will supply the details and techniques of an "Earth Resources Inventory" applied to the movie's space station. One of the added bits of irony is that Gary Lockwood, who will star in "Earth II," played a space explorer in "2001: A Space Odyssey."

More tracks for ABC ■ ABC Sports has signed an agreement with the U.S. Automobile Club to provide ABC-TV with six live telecasts of auto races in 1971. This new agreement, when combined with a previous auto-racing contract, will give the network exclusive rights to 14 major events next year. Included in the new contract will be two specials on the *ABC Championship Auto Racing* series and four top races for *Wide World of Sports*.

Additional Four Star offices ■ Additional West Coast offices of Four Star Entertainment Corp., have been opened in Hollywood. Gilbert Iverson will manage the new facilities which will be used to edit shows and supply stations with film product. Address is 948 North Sycamore Street, Hollywood.

Communists admitted to Guild ■ A provision prohibiting self-proclaimed Communists from belonging to the Writers Guild of America was voted out of the guild's constitution at its most recent meeting. The provision had been inserted nearly 20 years ago at the height

of the Army-McCarthy hearings. Results of the vote were not announced; however, the ratio was said to be two-to-one in favor of dropping the restriction. Also approved by the guild membership were three amendments giving active status for "created by" material, pilots and written-but-not produced material. These changes affect television writers for the most part.

Dr. Spot formed ■ Producer-engineer Jon Badaux and KHJ(AM) Los Angeles personality Charlie Tuna have formed Dr. Spot Productions which the two say will function as a complete radio commercial service. The new company will provide script writing, production, dubbing and record pressing services. Headquarters for the firm is 1764 Vista Del Mar, Hollywood, Calif.

Jury reconvenes ■ The return to the air of *Juvenile Jury* will be noted Jan. 9, 1971, by KABC-TV Los Angeles. The ABC-owned station will share production of the updated version of the show with Jack Barry Productions. Mr. Barry will also act as host of the half-hour show which is to be designed for syndication.

Christopher series expands ■ Weekly TV series, *The Christopher Closeup*, currently on 100 stations in the U.S. and overseas via Armed Forces Network, has expanded in length from 15 minutes to a half-hour. Taping for the 1970-71 season is at Lewron Television Inc. studios in New York.

Sports on cable ■ Telerama Inc., Beachwood, Ohio, CATV system, has acquired rights to the home games of the

Cleveland Cavaliers of the National Basketball Association and the Cleveland Barons of the American Hockey League. Initially the shows will be taped with a one-hour delay but a microwave arrangement for live telecasting is planned. All the televised games will be offered to other cable systems in Ohio on a syndicated basis.

Name change ■ GG Productions Inc., Boston, formed in 1967 to produce sports programs for television, has changed its name to GG Communications Inc. The change reflects the firm's expansion into TV distribution, theatrical production and distribution and CATV systems.

Danger in viewing solar eclipse ■ Fred Williams of WAHT(AM) Lebanon, Pa., was among the four winners of the 1970 American Optometric Association award for distinguished service in journalism at AOA's national conference in Columbus, Ohio, earlier this month. Mr. Williams was the writer, producer, editor and narrator of a WAHT special report broadcast last March that discussed the dangers of directly viewing a solar eclipse. The National Association of Broadcasters, represented by NAB regional manager Ernest C. Sanders, received a special award in recognition of broadcasting's 50th anniversary.

Series producer moves ■ Microdramas Co., Rialto, Calif., producers of the series *Youth and Drugs* for radio stations, has moved to new offices in Hollywood. Jory Sherman, president of the firm, said that the drug series would continue in distribution to schools and drug abuse centers. The company expects to also produce films and audio

materials for the educational market and for TV cassettes. New address is 1680 N. Vine Street, Hollywood, Calif. 90028. Telephone (213) 463-1755.

Family movie ■ Tele-Tape Productions, New York, has purchased the motion picture rights to "From the Mixed Up Files of Mrs. Basil E. Frankweiler," the children's book by Elaine L. Konigsburg. The film will be produced by Tele-Tape as a general family picture and will be privately financed.

Society's basic unit ■ All-American Family Institute, Miami Beach, plans to produce for network telecasting a one-hour *All-American Family Pageant*, based on the finals of its search for the most representative family of the year. The telecast is set for next August and will mark the first time in the four years the pageant has been held that it will be on TV. Radio and TV stations in the past have helped promote entries for the competition, as have the General Federation of Women's Clubs and other civic organizations.

Room-full of sound ■ *Celebration*, the four-channel televised rock concert first broadcast by KPIX(TV), KCBS-FM and KIOI(FM) all San Francisco, will be seen on the four other Westinghouse Broadcasting television stations. The 90-minute video tape will be distributed along with a four track stereo audio tape to KDKA-TV Pittsburgh, KYW-TV Philadelphia, WJZ-TV Baltimore and WBZ-TV Boston. Ampex Corp., Redwood City, Calif., will supply the 16-track audio tape machines in each market so the program can be aired in quadrasonic sound. Radio affiliations for the broadcast have not been announced.

FocusOnFinance

Company reports:

Publishers Co., Washington-based printer, publisher and broadcaster, reported profitable operations for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.43	\$ 0.39
Net sales	37,798,642	29,848,302
Net income	785,891	714,569
Average shares outstanding	1,702,348	1,702,348

General Telephone and Electronics, New York, reported decreased profits on increased revenues for the first nine months of 1970 as compared to last year. GT&E said, the decline in consumer spending so far this year has adversely affected both the market for color TV sets and sales of color picture tubes and components which its subsidiary, Sylvania, produces for other

manufacturers. But, GT&E said, Sylvania's percentage of total color sets sold by the entire industry improved during the third quarter.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.33	\$ 1.59
Revenues and sales	2,500,069,000	2,385,925,000
Net income	143,314,000	169,277,000

Note: Extraordinary items include net gain of \$5.6 million on sale of 350,000 shares of Communications Satellite Corp. common stock.

Collins Radio Co., Dallas-based broadcast-equipment and diversified electronics manufacturer, reported decreased sales and a loss of over \$1 million for the first quarter ended Oct. 30:

	1970	1969
Earned per share	(\$ 0.35)	\$ 0.18
Sales	77,071,000	90,883,000
Net income	(1,040,000)	532,000
Shares outstanding	2,967,647	2,967,647

Avco Corp., Greenwich, Conn., parent

company of a station group and sale representative firm, reported decreased sales and profits, attributed to the "general softening in the economy and a lower volume of government business," James R. Kerr, president, said.

For the nine months ended Aug. 31:

	1970	1969
Earned per share	\$ 0.24	\$ 2.48
Sales	533,826,000	663,556,000
Net income	15,239,000	40,773,000

Notes: 1969 net earnings include net profit of \$2,057,000 from sale of Avco's 50% interest in Meredith-Avco Inc., CATV firm, and are restated to include earnings applicable to additional 37% interest in Carte Blanche Corp. acquired by Avco in 1970.

Burnup & Sims Inc., West Palm Beach, Fla., diversified communications and CATV firm, reported an increase in earnings and sales for the nine months ended Oct. 31 compared to the same period last year. The firm also an-

nounced a three-for-two stock split payable Jan. 29, 1971, to stockholders of record Dec. 24, 1970.

For the six months ended Oct. 31:

	1970	1969
Earned per share	\$ 0.56	\$ 0.31
Revenues	18,764,200	11,555,300
Earnings	507,100	238,200

Twentieth Century Fox Film Corp., Los Angeles, reported continued losses for the nine-month period ended Sept. 26, despite a record gross business and six-fold increase in movie-to-television licensing fees. Long-term debts and other

expense items were said to have accounted for the loss. The decline in income from TV series to \$27,116,000 from \$30,196,000 a year ago was nearly offset by the increase in movie licenses to television from \$528,000 to \$3,182,000.

For the nine months ended Sept. 26:

	1970	1969
Earned per share	(\$ 2.49)	(\$ 2.69)
Revenues	150,845,000	99,113,000
Net income	(21,303,000)	(21,978,000)
Shares outstanding	8,561,815	8,168,552

Columbia Pictures Industries Inc., New York, reports earnings for the first

quarter of fiscal 1971 dropped to \$464,000 or 8 cents a share, compared with \$1,575,000 or 26 cents a share for the corresponding period a year before.

For the 13 weeks ended:

	Sept. 26, 1970	Sept. 27, 1969
Earned per share*	\$ 0.08	\$ 0.26
Gross income	53,320,000	51,491,000
Net income	464,000	1,575,000

*Based on average shares outstanding during each period, adjusted for the August 1970 3% stock dividend.

Transcontinental Investing Corp., New York, diversified company with largest

The Broadcasting stock index

A weekly summary of market activity in the shares of 106 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Nov. 25	Closing Nov. 19	Closing Nov. 12	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	22	22½	23¾	39¼	19½	7,073	146,765
ASI Communications	O		2	1¾	2	7	1¾	1,789	3,667
Capital Cities	CCB	N	26¼	25¼	27½	36½	19½	6,061	166,678
CBS	CBS	N	28¼	26¾	28	49¾	23¼	26,512	745,517
Corinthian	CRB	N	28¼	28½	29	33¾	19½	3,381	92,978
Cox	COX	N	17¾	17¼	18	24¾	10¼	5,789	97,660
Gross Telecasting	GGG	A	10¾	10¾	10¾	17¾	9¾	803	9,331
Metromedia	MET	N	17½	17	17¾	22¾	9¾	5,733	92,416
Mooney	O		5¼	5¼	6	8¼	4½	250	1,625
Pacific & Southern	O		13½	13	13¾	23	7½	1,636	21,268
Rahall Communications	O		15¼	16	19	19	5½	1,040	15,725
Reeves Telecom	RBT	A	2¼	2¾	3	15¾	2	2,288	9,152
Scripps-Howard	O		17¼	18	18¼	25	14	2,589	46,602
Sonderling	SDB	A	21¼	20¾	23	34¾	10¼	991	23,655
Starr	SBG	M	9¾	9	8½	18¼	7½	461	3,748
Taft	TFB	N	21¾	22½	20¾	29¼	13¾	3,712	74,240
Total								70,108	1,551,027
Broadcasting with other major interests									
Avco	AV	N	10¾	9¾	9¾	25¼	9	11,470	121,811
Bartell Media	BMC	A	4½	4¾	4½	14	3¾	2,254	11,540
Boston Herald-Traveler	O		20	29	29	44	24	574	17,220
Chris-Craft	CCN	N	7½	7¾	8¾	11½	4¾	3,797	24,187
Combined Communications	O		9½	9¼	10¼	17	5¼	1,945	24,313
Cowles Communications	CWL	N	7¼	6¾	6¾	10¾	3¼	3,969	29,252
Fuqua	FOA	N	11	10¾	10	31¾	7	6,190	78,118
Gannett	GCI	N	29½	29	29¼	29½	18½	7,117	199,276
General Tire	GY	N	18¼	17¾	18¼	20¾	12¼	18,434	303,239
Gray Communications	O		5	5¼	5¼	7¾	3¾	475	2,850
Lamb Communications	O		2½	2¾	2½	6	2	475	1,425
Lee Enterprises	LNT	A	15¾	15¾	16	20¼	12	1,957	21,527
Liberly Corp.	LC	N	15¼	14¼	14¾	21¾	13	6,744	102,239
LIN	O		5¾	5¾	6¾	11½	3¼	2,244	17,660
Meredith Corp.	MDP	N	20½	21¾	21¾	44¾	18	5,733	121,826
Outlet Co.	OTU	N	11	11¾	12½	17¼	10	1,342	14,829
Plough Inc.	PLO	N	73¾	73	73¾	85	55	6,883	492,135
Post Corp.	O		9¼	10	10	17½	8	713	7,130
Ridder Publications	O		16½	14¼	14¼	22	9¼	6,217	90,147
Rollins	ROL	N	26¾	27¼	27¾	40¾	19¾	8,044	205,122
Rust Craft	RUS	A	28¾	25½	26	32¼	18½	1,159	30,134
Storer	SBK	N	19¼	19	20¾	30¼	14	4,223	79,181
Time Inc.	TL	N	37¼	35½	35½	43½	25½	7,257	240,207
Trans-National Comm.	O		1/16	½	½	4½	1/16	1,000	620
Turner Communications	O		2¾	2½	2¾	8¾	2¾	1,328	4,143
Wometco	WOM	N	15¾	16¾	16¾	20¼	13¾	5,817	98,889
Total								117,361	2,339,020
CATV									
Ameco	ACO	A	5½	5¾	6¾	16	4	1,200	7,500
American TV & Comm.	O		16¼	16¼	16¼	24	10	1,775	23,963
Burnup & Sims	O		31¼	27½	28¾	26¾	14	873	23,353
Cablecom-General	CCG	A	13¾	13¾	14¾	23¾	7¾	1,605	21,860
Cable Information Systems	O		2½	2¾	2¾	5	¾	955	3,343
Citizens Financial Corp.	CPN	A	13	12¾	11¾	17½	9¾	994	10,546
Columbia Cable	O		9	8¼	10	15½	6¼	900	8,775
Communications Properties	O		8½	8	7¾	10½	6	644	4,186
Cox Cable Communications	O		17½	17¾	18	25	12	3,550	60,350
Cypress Communications	O		6	6¼	7½	17¼	6	1,887	15,098
Entron	ENT	A	2¾	3	3¾	8¾	2¾	1,320	4,620
General Instrument Corp.	GRL	N	13½	13¼	14	30¾	11½	6,250	100,000
Sterling Communications	O		3¾	4	4¾	7¼	3	1,100	4,125
Tele-Communications	O		11½	11	12¼	16¼	8½	2,704	33,800
Teleprompter	TP	A	70½	67¾	67½	133½	46	1,161	87,656
Television Communications	O		6¾	7¼	8	19¼	3¾	2,816	19,346
Vikoa	VIK	A	7	7¾	8	27½	6¾	2,316	19,107
Total								32,051	447,680

investments in its subsidiary Transcontinental Music Corp., reported an approximate \$46.4 million increase in gross income for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.13	\$ 0.64
Gross income	83,894,000	77,606,000
Net income	1,133,000	5,273,000
Shares outstanding	8,848,000	8,255,000

Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported decreased sales and losses for the

nine months ended Sept. 30:

	1970	1969
Earned per share	(\$ 0.18)	\$ 0.66
Net sales	56,244,200	65,638,879
Gross income	12,048,669	15,903,672
Net income	(288,851)	1,336,458
Shares outstanding	1,637,000	1,637,000

Rollins Inc., Atlanta-based group broadcaster and CATV owner, reported increased revenues and profits for the six months ended Oct. 31:

	1970	1969
Earned per share	\$ 0.55	\$ 0.55
Revenues	63,191,945	59,730,597
Net income	4,518,449	4,480,959
Shares outstanding	8,055,666	8,024,801

Financial notes:

■ **Transamerica Corp.**, San Francisco, has declared a regular quarterly dividend of \$1.20 to be paid stockholders of record on Dec. 31, of the firm's \$4.80 convertible preferred; common stockholders of record on the same date will receive the cash dividend of 13¼ cents per share, payable Jan. 29, 1971. Preferred dividend is payable Feb. 1.

■ **Music Makers Inc.**, New York, diversified leisure-time company active in creating and producing music for TV

	Stock symbol	Ex-change	Closing Nov. 25	Closing Nov. 19	Closing Nov. 12	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	9¼	10	10½	31½	8½	6,120	66,524
Disney	DIS	N	142¼	132½	127	158	89½	5,894	707,280
Filmways	FWY	A	7½	7½	7½	18½	5½	1,842	13,815
Four Star International	O		1¼	1¼	1¼	4	1½	666	1,166
Gulf & Western	GW	N	15¼	15¼	15¼	20¼	9½	15,362	247,789
Kinney National	KNS	N	27¼	25¼	25¼	36	20¼	10,402	295,105
MCA	MCA	N	19	19¾	20¼	26	11¾	8,195	170,126
MGM	MGM	N	15½	14	14½	29¾	12½	5,883	86,774
Music Makers	O		2¼	2¼	2¼	9	2¼	589	1,325
National General	NGC	N	14¾	15¼	15¼	20¼	9	4,910	82,243
Tele-Tape Productions	O		1¾	2	2¼	6¼	1½	2,183	4,912
Transamerica	TA	N	12½	11¼	12¼	26¼	11¾	63,630	803,010
20th Century Fox	TF	N	7¼	7¼	8	20½	6	8,562	72,777
Walter Reade Organization	O		2	2¼	2¼	8½	2	2,414	7,846
Wrather Corp.	WCO	A	7¼	7¼	8¼	10¼	4¼	2,211	19,899
Total								138,863	2,580,593
Service									
John Blair	BJ	N	13½	14½	15½	23½	10¼	2,598	40,580
Comsat	CQ	N	47½	43¾	46¼	57¼	25	10,000	463,700
Creative Management	CMA	A	10	10¼	11¼	14¼	10	1,182	15,803
Doyle Dane Bernbach	O		21¼	19½	21¼	24½	13¼	1,919	40,299
Elkins Institute *	O		9½	9½	10½	10¼	9½	1,667	17,087
Foote Cone & Belding	FCB	N	7¾	8¼	6¼	12¼	7¼	2,175	16,313
Grey Advertising	O		8¼	8¼	9¼	13¼	5¼	1,207	11,310
LaRoche, McCaffrey & McCall	O		8¼	9	9	17	8½	585	5,265
Marketing Resources & Applications*	O		3	3	3¼	7	1	504	1,638
Movielab	MOV	A	2¾	2	2¼	7½	2	1,407	3,869
MPO Videotronics	MPO	A	5¼	5¼	6	9¾	4¾	558	3,415
Nielsen	O		37¼	37¼	38½	42½	26	5,299	192,089
Ogilvy & Mather	O		23	23¼	22¼	23¼	14½	1,096	24,792
PKL Co.	PKL	A	3¼	3¼	3¼	12¼	2¼	743	2,415
J. Walter Thompson	JWT	N	28	27½	28	36	21¼	2,764	77,392
Wells, Rich, Greene	WRG	A	11¼	11¼	12¼	14¼	5	1,581	20,347
Total								33,105	917,589
Manufacturing									
Admiral	ADL	N	7¼	7¼	8¼	14¾	6½	5,158	41,264
Ampex	APX	N	15¼	14¼	16¼	48½	12½	10,874	188,881
CCA Electronics	O		2¼	2¼	2¼	5	1½	800	2,096
Collins Radio	CRI	N	13	11¼	12¼	37¼	9	2,967	44,505
Computer Equipment	CEC	A	4	3¾	4¼	12¼	3½	2,406	10,226
Conrac	CAX	N	12¼	12	13¼	32¼	11	1,262	17,504
General Electric	GE	N	87¾	85¼	85¼	87½	60¼	90,884	7,804,209
Harris-Intertype	HI	N	48½	47¼	48½	75	36¼	6,308	31,225
Magnavox	MAG	N	35¼	31¼	32	38¼	22¼	16,429	505,669
3M	MMM	N	90	85¼	86	114¼	71	56,058	4,939,831
Motorola	MOT	N	49	46¼	47	49¾	31	13,334	634,432
RCA	RCA	N	23¾	22	23¾	34¼	18¼	66,926	1,522,567
Reeves Industries	RSC	A	2¼	2¼	3¼	5¼	2¼	3,458	11,653
Telemation	O		10¼	11	13	24	8½	1,080	14,040
Westinghouse	WX	N	64¼	62	63	69¼	53¼	39,803	2,567,294
Zenith	ZE	N	35¼	31¼	32¼	37¼	22¼	19,020	603,885
Total								415,589	18,939,281
Grand Total								807,077	26,775,136
Standard & Poor Industrial Average			93.38	91.01	92.41				

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

Shares outstanding and capitalization as of Oct. 29.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
*New additions to index.

and radio, has reported an agreement in principle to acquire the outstanding capital stock of three corporations whose principal asset is the Nutmeg Theater Circuit of seven theaters in Connecticut. Music Makers will issue approximately 316,000 shares of its common stock at the rate of \$2.375 per share.

■ Publishers Broadcasting Corp., subsidiary of Publishers Co., both Washington, reported net income of \$126,713 or \$0.14 per share on revenues of \$1,270,530 for the nine months ended

Sept. 30. Donald C. Price, president, in company's report said firm intends to acquire full complement of broadcast stations, but added they are being very selective in their choice of facilities. He did not announce any immediate negotiations for specific stations.

■ Telcom Inc., McLean, Va., CATV owner and communications technology firm, reported a 27% increase in billings for the first quarter of its fiscal year ended Sept. 30. Billings for the first three months were \$1.4 million, as compared to \$1.1 million in the same

period of 1969.

■ Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has voted an increase of 4.8% in regular quarterly dividend to 11 cents on class A stock. Class B stock dividend was raised to 4 cents in firm's twelfth cash dividend increase since becoming publicly held in 1959. Dividends are payable Dec. 18 to stockholders of record Dec. 1. Previous dividend by Wometco Enterprises was 10½ cents for class A and 3¾ cents on class B shares.

Equipment&Engineering

Scanner is made for heavy use of slides

Rank Precision Industries Inc., West Nyack, N.Y., has introduced a color slide scanner (Mark VIIIIB), used for scanning two-inch-by-two-inch 35mm transparencies on the flying-spot principle, and designed for TV stations using large quantities of color slides in programming.

Rank said the scanner makes possible remote control on-air mix of the colors, red, green and blue, and of fade or cut-in-blanking with no color error during mix. The company also said the flying-spot principle of operation permits no color misregistration, meaning little or no down-time necessary for alignment.

The cabinet housing the video and scanner assemblies is six feet high; four-

feet 10-inches wide; and two-feet, six-inches deep. The remote control panel measures seven inches high, 19 inches wide and 11-inches deep. The Mark VIIIIB is priced at \$39,500.

An upward turn in TV-set sales

For the first time this year, the sale of both black-and-white and color TV sets by distributors to dealers in October showed an increase over the same month in 1969. Total TV sales were up 2.5% over the October 1969 figures, with black and white up 0.5%, color up 4.2%.

Total radio sales for last month were, however, down 11.9%, with automobile-radio sales down a heavy 44.3%.

Cumulative sales for the year re-

mained down. Total TV sales were down 15.1%; radio sales, down 19.9%.

Sales for the first 10 months of the year, as reported by the Consumer Electronics Group of the Electronic Industries Association:

	Television	
	1970	1969
Color	3,764,583	4,568,602
Monochrome	3,615,830	4,124,206
Total	7,380,413	8,692,808
	Radio	
	1970	1969
AM home	3,876,411	4,850,275
FM home	2,470,136	3,097,799
Auto	6,832,423	8,503,351
Total	13,178,970	16,451,425

RCA factory expanding

RCA Corp. has begun building a \$4.7-million addition to its color-television tube manufacturing plant in Scranton, Pa., John B. Farese, executive vice president, RCA electronic components division announced last week. The addition, scheduled to be completed early next year, will add 31,700 square feet to the plant, and increase employment to about 1,000 persons. The company also has leased 120,000 square feet of warehouse space adjacent to the RCA property, from the key market distribution center. This leased space is expected to allow greater utilization of production areas in the main RCA plant now being used for warehouse purpose.

'Electronic' matting cuts down on 'halo,' 'fringing'

A new method of "cutting in" background in TV scenes has been developed by Technicolor Inc., Hollywood, which claims to have eliminated effects that are obvious to viewers when two separate pictures are brought together electronically to form one picture. The matting process now is accomplished through use of a Chromakey device.

Joseph E. Bluth, vice president and general manager of the film processor's Vidtronics Division, commented that the new process is the result of an electronic approach to matting that is similar to



New \$1.5 million home is due for KPHO-AM-TV

Ground-breaking ceremonies for a \$1.5-million facility for KPHO-AM-TV were held Nov. 2 in Phoenix.

Darwin Tucker, president and chief executive officer of Meredith Corp., Des

Moines, Iowa, group owner and licensee of KPHO-AM-TV, said the two-story building is scheduled for completion in December 1971. A contemporary treatment of traditional mission-style design, it will provide the station with 42,000 square feet of floor space for production, technical and administrative uses.

the chemical process used in films for the same purpose. Mr. Bluth declined to explain the process in detail, pending patent applications by Technicolor. He did say, however, that the new process eliminates the "blue halo" effect now evident in color TV or the "fringing" effect in black and white, when matting is used. It has been used, Mr. Bluth said, in commercials for Ford Motor Co., Monroe Shock Absorber Co. and AT&T. None has yet been shown, he said.

Technical topics

New car tape-player entry ■ RCA Corp., New York, has expanded into the car stereo tape-player market. The company's initial product offerings include a stereo 8 player, a stereo cassette player, a stereo cassette player/recorder, and universal mount stereo speakers. Optional retail prices are: Stereo 8 player (RCA 12R300) \$78.50; stereo cassette player (RCA 12R100) \$99.50; stereo cassette player/recorder (RCA 12R200) \$119.50 and speaker kit (12R400) \$13.75.

Video-tape recorder brochure ■ An eight-page color brochure describing the Ampex Instavision cartridge video-tape recorder-player is available from the corporation. The system is designed for use in education, industry, business, medicine, sports and government applications in addition to the consumer market. Brochure V70-15 may be obtained free from Ed Pessara, Ampex Educational and Industrial Products Division, 2201 Estes Avenue, Elk Grove, Ill.

Equalizer offered ■ Shure Brothers Inc., Evanston, Ill., has introduced a new compact frequency equalizing audio control center, the model M63 audio master, designed for use with the firm's microphone mixers and other high level output devices to obtain almost unlimited variety of response curves for broadcast and recording applications. Price is \$160.

EVR manufacturing pact ■ EVR Partnership London, has reached agreement with Hitachi Ltd., Tokyo, for the manufacture by Hitachi of EVR teleplayers in Japan and elsewhere. Hitachi plans to manufacture EVR teleplayers not only for the Japanese market but for other countries throughout the world, a joint announcement said. In Europe, EVR Partnership has announced teleplayer agreements for the United Kingdom, Germany, France, Italy and Switzerland.

Agency appointment ■ Ingersoll Products Division of Borg-Warner Corp., Chicago, has appointed AIM Marketing Communications, Evanston, Ill., as the agency for its Emcor account. Emcor is the brand name for Ingersoll Prod-

uct's line of modular steel cabinets used in broadcasting and other industries. Overall media plans include trade publication advertising, direct mail and collateral materials.

New Kodak screen ■ Eastman Kodak, Rochester, N.Y., has developed a new high-brightness screen which firm claims provides images at least six times brighter than screens currently available. Kodak Ektalite projection screen is constructed of treated aluminum foil and mounted in a 40- by 40-inch spherically curved styrofoam case. Priced at \$65, screen can be used without darkening room, company noted. WMAL-TV Washington, is currently using the screen for its *Sonny Jurgenson* (Washington Redskin quarterback) *Show* and *Roy Lester* (University of Maryland football coach) *Show* as a visual aid in showing game films. For information write regional office of Motion Picture and Education Markets division of Eastman Kodak.

Lens for news ■ Angenieux Corp. of America, Oceanside, N.Y., has created a new zoom lens that company believes will fill the need in TV news and documentary photography for a high-aperture, wide-angle and close-focusing zoom lens. Angenieux says lens (6x9.5) "opens new areas to cameramen which were previously possible only with

fixed focal length lenses." New lens, Photokina '70, weighs 29 ounces and is slightly smaller than company's 10x12 lens.

Big buy ■ WKPC-TV Louisville, Ky., non-commercial station owned by the Jefferson County Board of Education, has bought \$900,000 worth of RCA color broadcast equipment, including four cameras, two complete TV film systems and five TS-41 switchers. This will enable station to originate 'live' and film shows in color for the first time. A 30-foot mobile van, to carry two color studio cameras, a switching system and TV film equipment will be delivered by RCA Defense Electronic Products shortly.

Case for Sony ■ Sony Corp. of America, Long Island City, N.Y., has developed a new carrying case, Model LC-3400, to accommodate its half-inch VideoRover II portable video-tape recording system. The case has a lightweight metal frame, with styrene foam padding in the lid and compartments. Suggested list price is \$65.

Up and away ■ Tomco Communications Inc., Mountain View, Calif., has developed a cable dual up-converter which accepts signals from single cable in 22-40 mhz band and independently converts each signal to on-channel operation. Output level is +55 dbmv;



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noise 5 db and gain 50 db minimum. More information is available from company—which specializes in microwave and CATV fields—by writing 2239 Middlefield Way, Mountain View, Calif. 94040.

On the rack ■ Ward Electronics, Clark, N.J., has developed a new line of rack-mounted test modules for use by TV stations. Line comprises five units: pulse bar and ramp signal generator; linearity-variable APL generator; multiburst generator; combination sync-blanking adder and black/white generator, and bar and dot generator. Each self-powered generator can be driven internally,

by external sync or run off composite video. Also, each unit provides three composite outputs plus vertical interval output, all of which can be used simultaneously. For more information: 142 Central Avenue, Clark, N.J.

Consolation ■ McMartin Industries Inc., Omaha, has developed a new line of audio control consoles designed for all broadcast and recording studio applications. The B-801 monaural, B-802 stereo and B-803 dual channel models each feature eight input mixing channels with preselection of three sources for each mixer. Plug-on modules are used throughout, accommodating three

microphones, four unbalanced high-level and one balanced high-level mixing channels. For details: 3104 Farnam Street, Omaha 68131.

Broadband equipment offered ■ Sylvania Electric Products Inc., New York, a subsidiary of General Telephone & Electronics Corp., has reported it is offering a full line of broadband equipment for cable television operations. The line of broadband equipment includes a fully modular trunk amplifier station, a line extender amplifier with ALC, a directional coupler multi-tap, a power coupler, a splitter and other complementary devices.

Promotion

WWJ's half century earns Pioneers' honor

WWJ(AM) Detroit will receive the 11th annual Broadcast Pioneers' Mike Award, according to an announcement today (Nov. 30) by Charles H. Tower, president of Broadcast Pioneers, New York.

The award, presented each year to a pioneer broadcast station "for distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programing and management," will be presented Feb. 1 at a dinner at New York's Hotel Pierre. Accepting the award for WWJ, which began broadcasting 50 years ago, will be Don F. DeGroot, the station's general manager.

WWJ began to broadcast as 8MK. Call letters were later changed to WBL, and then to WWJ in 1922. The station has been licensed to the *Detroit News* since its inception.

Past recipients of the Broadcast Pioneers' Mike Award include: WLW(AM) Cincinnati; WGN(AM) Chicago; WSB(AM) Atlanta; KDKA(AM) Pittsburgh; WTIC(AM) Hartford, Conn.; WHO(AM) Des Moines, Iowa; WOR(AM) New York; WSPD(AM) Toledo, Ohio; WGAL(AM) Lancaster, Pa., and KLZ(AM) Denver.

ARB opens contest for innovator awards

The American Research Bureau has launched its third annual "innovator awards" competition to honor innovative uses of audience research data.

The competition is open to all personnel from broadcast stations and station-rep firms. Entries may consist of any project dealing with management and sales that was based on valid audience research and was used between

Jan. 1, 1970 and Jan. 31, 1971. First, second and third-place awards will be given in three categories: radio stations, TV stations and reps. ARB said an "independent panel of advertising experts" will judge the entries.

Duplicate awards will be made for each winning entry: one to the individual submitting the idea, one to the company he represents. Certificates of merit will be issued to runners-up.

All entries must be accompanied by an official entry form—actual or facsimile. Closing date is Jan. 31, 1971. Additional entry blanks may be obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammendale Road, Beltsville, Md. 20705.

Top names aid families of air-crash victims

A two-hour taped live special, *Night of Stars*, was produced last Saturday (Nov. 28) to benefit the families of victims of the recent airplane crashes which killed members of the football teams of Wichita (Kan.) State University and Marshall University and accompanying members of the media, family and friends.

Although the concept of the show originated with KAKE-TV in Wichita, which will transmit a two-hour delayed tape of the program, the entire community, including other local stations, has become involved in the general and technical production aspects.

It is hoped that the effort will raise a combined \$175,000, both from admission to the live production at the campus of Wichita State and from the more than 40 stations which will carry the tape of the show. One of the stations which will broadcast the benefit is WSAZ-TV Huntington, W. Va., site of Marshall.

The money derived will provide the

five widows and 20 orphans (and one unborn child) who survive the victims of the disasters with funds for education and other expenses. Box-office receipts will go to the WSU fund and the TV revenues will be shared by both WSU and Marshall.

Monty Hall, ABC-TV personality, is emcee of the program and among the performers appearing are George Gobel, Kate Smith, Phil Ford and Mimi Hines, Tiny Tim, actors Doug McClure and James Franciscus, and the Young Americans singing group. The show is being offered free of charge to U.S. stations.

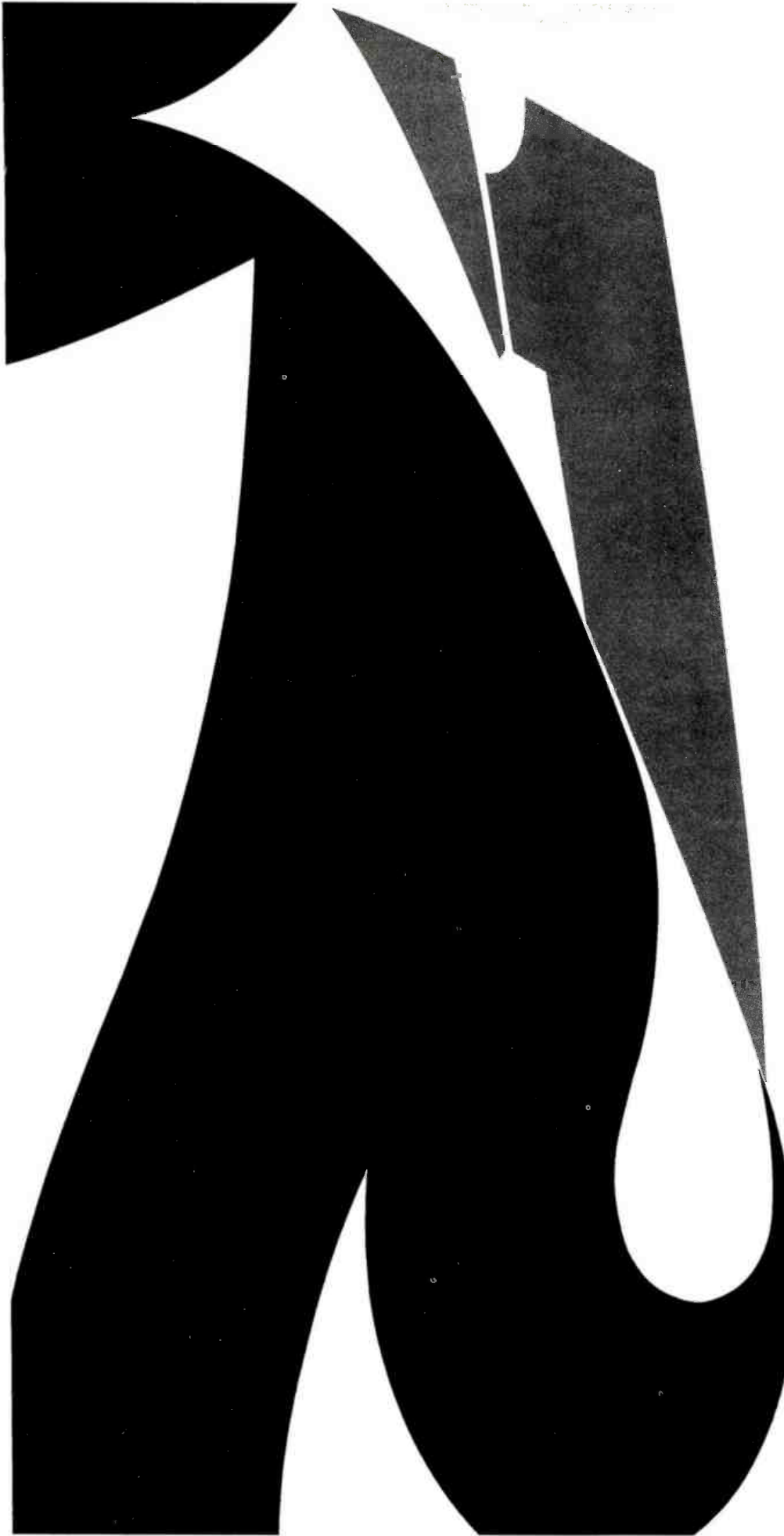
Direct action on drugs

WWDC-AM-FM Washington has opened its first Community Action Program Package (CAPP) drug-abuse center to serve the metropolitan Washington area. CAPP was designed to combat drug abuse at the neighborhood level by setting up centers manned by volunteers, to educate the public, refer addicts to treatment programs and bolster efforts of existing drug agencies. The Avco Broadcasting Corp. stations are providing a manual which explains how to set up a center.

Promotion tips:

A knack for giving ■ More than \$103,420 has been raised since the beginning of October for the Ruth Lyons Christmas Fund in the Midwest. The fund, now in its 32d year, was established by Avco broadcaster Ruth Lyons, and each year provides approximately 100 hospitals in Ohio, Indiana and Kentucky with toys, playroom and therapeutic equipment for hospitalized children. The \$103,420 figure does not include funds raised on a special telecast on Thanksgiving and the one to be held on Dec. 20 on the Avco stations.

Minority scholarship ■ Diane Ellis, a



Shape of '71

...another first by *Broadcasting*. This year, for the first time, *Broadcasting* will combine its two year-end issues, those dated December 28 and January 4, into a major exploration of the *Shape of '71*. If you want your message brought to the attention of over 120,000* broadcasters and those in the allied arts, then don't miss this unique advertising opportunity. Right now *Broadcasting's* editors are working on this combined issue. It will give an exact fix on broadcasting's position at this critical point in radio and television history.

Here are a few of the features now planned:

- *Shape of '71* will include *Broadcasting's* highly-respected annual estimate of radio and TV time sales. Researchers depend on these estimates— which have become the industry standard— far in advance of FCC official figures.
- An in-depth study of the general economic factors that affect broadcasting.
- A market-by-market analysis of the local share of television network performance. Tables list each market and show the exact contributions each affiliate makes to its network's national audience.
- The economic prospects for television and radio in 1971 will be surveyed... based on in-depth research of advertisers, agencies, reps, networks, stations.

Also features and reports on:

- "What's Happening in Washington" with a look ahead at what's in store for broadcasters from the Hill, the FCC, the FTC, Justice.
- Changing thrust at NAB.
- Station trading and criteria
- CATV, status, scope and prospects
- plus other articles designed to put 1971 in proper perspective.

Altogether *Shape of '71* will be one of *Broadcasting's* most impressive and useful issues. It will have lasting value for every television or radio advertiser, every agency that handles television or radio advertising, every station representative, network, station, station broker, every equipment manufacturer, programmer... plus all others in the arts allied with broadcasting.

Closing date: December 16. Reserve your space now for our 2-in-1 special. For complete details contact your nearest *Broadcasting* office.

*Source: October 1970 Readership Survey showing 3.2 readers per copy.

Broadcasting
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black copywriter with Columbia Press, New York, has been awarded the first annual LaRue Heard Memorial Scholarship by WINS(AM) New York. The scholarship, in memory of a WINS reporter, killed in an automobile accident last year, is given to a deserving journalism student in a minority group and enables the recipient to attend the Columbia University Graduate School of Journalism. Miss Ellis, a graduate of Johnson C. Smith University, Charlotte, N.C., will begin studies at Columbia this fall.

Time piece ■ A 1927 Model T Ford was presented to the museum of Texas Tech University, Lubbock, by officials of KFYO(AM), in that city. The sedan, made the year KFYO went on the air, was purchased for use in the station's 30th anniversary celebration and for the silver anniversary of the station's removal to Lubbock from Bentonville, Ark., where the station was founded. Presentation was made by KFYO General Manager Gordon Thompson and Bob Nash, assistant to the manager.

Lions proved ■ A total of \$205,848 was

Vice president now the boss

Radio Features Inc., Chicago, a firm specializing in brand-name merchandise traded for air mentions and to be used as awards, program prizes and in station promotion contests, has been acquired by Morton A. Small, vice president and general manager of the company since 1967.

The firm formerly was a division of Talco Inc., which continues in program packaging and syndication.

raised in a 15-hour telethon on WPSD-TV Paducah, Ky., for the local Lions Club and its charitable activities. Actor Fess Parker headed a list of local and regional performers who appeared to collect the funds, which, in part, will go to the National Easter Seal Society.

Anti-drug kit hits ■ Unprecedented response to the recent offer of a packet of anti-drug education campaign materials by WGN Continental Broadcasting Co. has been received from all over the world, Ward L. Quaal, president of the group operator, reported last week.

Over 50,000 kits have been distributed since mid-September, he said, with requests coming from over 1,000 radio and TV stations and newspapers and 1,500 business firms, plus the general public.

Twice in same family ■ Robert W. Sarnoff, chairman and president of RCA Corp., will receive the 1971 Gold Medal of the Poor Richard Club, a Philadelphia advertising and public relations organization, Jan. 16, 1971. Mr. Sarnoff was the unanimous choice, "because of his leadership in the information revolution that is changing the character of our civilization," according to Milton A. Eisenberg, president of the club. The Gold Medal was awarded to General David Sarnoff in 1939, making his son the only second generation winner.

With a little help ■ Cox Broadcasting Corp.'s WSB-TV has named McDonald & Little, both Atlanta, to handle creation of viewer-oriented communications and media placement. Agency will also serve as consultant for areas including marketing and on-air graphics.

International

CBC to borrow a page from BBC programming

In the wake of diminishing radio audiences and wide criticism that it caters generally to "high-brow" audiences, the Canadian Broadcasting Corp. has announced a five-year undertaking to drastically revise its radio programming.

The plan, patterned along the lines of BBC programming techniques, calls for the creation of two distinct radio networks—Radio One and Radio Two.

Radio One, the primary service, would be carried over existing CBC AM facilities, with additional distribution of certain portions of the schedule given to privately owned affiliates. It would be geared primarily toward a strong news-and-information format, with emphasis on local programming for the general audience.

Radio Two would be devoted to music, drama and art programs—the "high-brow" interests—and would be carried on FM only. The latter network will start with the existing limited FM facilities owned by the CBC, which are now broadcasting in English. In addition, Radio Two will institute a network of French-speaking stations linking Montreal, Ottawa, Quebec City and Chicoutimi, Que.

A statement announcing the program came after a three-day meeting last

week of the CBC Board of Directors. The general outlines for the two distinct services were drawn up by two project groups—one concerning French-language services and one English services—during a year-long study. The groups' findings indicated the need for expanded local coverage on the network's French and English-language AM's, an extension of FM facilities to include a separate, French-language network and accelerated development of CBC FM-stereo operations.

A CBC spokesman said that until a full distribution has been developed for both Radio One and Two—"a goal that might take five or more years to complete"—communities served by only one transmitter would receive a mixture of both services.

Swiss agency becomes 12th member of DDI

DFS-Dorland International, London, announced last week that it has added Werbeagentur Hans Beat Grimm, Berne, Switzerland, as its 12th member agency. DDI, formed earlier this year, is jointly owned by Dancer-Fitzgerald-Sample Inc., New York, and Dorland Advertising Holdings Ltd., London, and Dorland, Germany.

Grimm's billing approximates \$1.5 million. It has not determined its broadcast plans. The addition of the Swiss

agency brings the combined billings of the European group to \$240.4 million, with a substantial amount allocated to broadcast.

According to a Dorland spokesman, the international agency expects to announce new affiliations with Spanish and Belgian agencies by the end of the year.

USSR on receiving end of jamming on 173 khz

The Voice of America is again broadcasting from a one megawatt transmitter in Munich, West Germany, on the 173 khz frequency allocated in 1948 at the Copenhagen Convention to the Soviet Union.

Although 173 is a longwave frequency assigned to Russia for internal use, the Soviets have been broadcasting with a 500 kw transmitter which enables their broadcasts to reach East European countries where many Russian troops are located.

VOA began using the Munich transmitter over a year ago, one year after Russia again took up jamming of VOA broadcasts into Iron Curtain countries. The Soviets had stopped jamming operations in 1963 and resumed them in 1968 when they invaded Czechoslovakia. VOA had shut down the Munich transmitter in 1963.

A Voice spokesman stated that VOA

uses the frequency for six hours of programming daily, two in Russian and four in English. The broadcasts penetrate only border Russian territory but they do reach the Eastern European areas and interfere with Russian programming on 173 khz in this region.

Although the official VOA stance is that their operation on the 173 band technically is not jamming, many radio experts feel the result is the same. The situation is complicated by the fact that West Germany, since it was an occupied country in 1948, could not participate in the conference in Copenhagen which assigned the frequency to Russia. And since it was not a party to that proceeding, VOA argues it can rightfully use 173 khz to broadcast. Also, the frequency is designed for domestic Russian programming, and not in the countries in which the VOA transmissions are interfering.

The transmissions from Munich are achieving a dual purpose: reducing Radio Moscow's audience and giving the

VOA a larger audience in Eastern Europe.

The U.S. government has indicated to the Russians that it would be willing to discuss stopping the broadcasts, if the Russians would reciprocate by halting jamming of VOA broadcasts. The Soviet Union rejected the proposals, terming jamming an "internal matter."

Abroad in brief:

New Marconi division ■ Marconi Communication Systems Ltd., London, has combined its radio and space activities to form a new product division, Marconi Radio and Space Communications Division.

Western goes to Far East ■ NBC International has sold *Bonanza* to KOL Israel, the Israeli television network. Program, now in its 12th year on NBC-TV, is seen in 83 countries, making the series, according to NBC, the most widely distributed TV program.

Worldwide fisticuffs ■ More than 35

countries throughout the world will telecast the Muhammad Ali-Oscar Bonavena heavyweight bout in New York on Dec. 7 on a live or delayed basis, according to Charles Michelson Inc., international distributor of the program. He also said the bout will be carried live via satellite in Kuwait, Korea, Japan, Australia and several other overseas markets.

Venezuela expanding TV

A new Venezuelan five-station television network, C.A. Nacional Telefonos de Venezuela, has ordered \$1 million worth of TV transmitting equipment from RCA Broadcast Systems. Broadcasts by the first station are scheduled to begin by January 1971 with completion of the network expected by the summer. The Venezuelan network's purchases include VHF transmitters, towers, antennas and related items. Dina Radio C.A., RCA's Venezuelan distributor, will install the equipment.

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Broadcast advertising

Tom Garrabrant, manager, media operations, and **James Herbert**, controller, both Norman, Craig & Kummel, New York, elected VP's.

Philip Guarascio, associate media director, Benton & Bowles, New York, named VP.

Frank Carvell, media director, Lewis & Gilman, Philadelphia, named VP and director of media services.

Larry Witter, media director, The Bowles Co., Los Angeles, and **Pat Montag**, media planner-buyer, Phillips Advertising, San Diego, join Honig-Cooper & Harrington, San Francisco, as associate media director and media analyst, respectively.

Irwin S. Davis, VP, associate media director, SSC&B, New York, appointed associate director of media research.

Bill Sommers, Western sales manager, RKO General, Los Angeles, appointed national sales manager, KHJ(AM) Los Angeles.

David Tabin, VP and associate media director, LaRoche, McCaffrey & McCall, New York, joins David, Oksner & Mitchneck, there as director of media and marketing services.

Bernard Guggenheim named director of media information services at Campbell-Ewald Co., Detroit. **Victor Hawkins**, VP who filled that post, has retired. **Louis M. Schultz** named manager of media information services.

Arthur A. Silver, senior VP and creative director, Marschalk Co., joins Clinton E. Frank Inc., Chicago, as associate copy director on Braniff International.

J. Donald Howe, former VP and manager of national division of H-R Television, New York, and before that general sales manager of WTEV(TV) Providence, R.I., and **E. C. Striker**, former VP and general manager of WITH-AM-FM Baltimore and previously Eastern sales manager for NBC Radio Network, join Blair-Represented Network (BRN), a service of Blair Radio division of John Blair & Co.

Rich Newman, sales manager, WTOA-(FM) Trenton, N.J., appointed general sales manager.

Toni Brady, with WMID(AM) Atlantic City, becomes general sales manager.

John W. Donleycott, director of advertising and promotion, Piel Brothers, Brooklyn, N.Y., appointed director of marketing services.

A. Louis Read, WDSU(AM) New Orleans, elected chairman, board of directors, Radio Advertising Bureau. He succeeds **Roger W. Clipp**, WAYK(AM) Lehigh Acres, Fla. Also elected were **George Comte**, WTMJ(AM) Milwaukee, chairman, executive committee, and **Harold L. Neal Jr.**, ABC-owned stations, as chairman of finance committee.

H. D. (Bud) Neuwirth, formerly president of Metro Radio Sales, division of Metromedia, appointed account executive, NBC Radio network sales, New York.

Beatrice Puccinelli, media buyer, Campbell-Mithun, Chicago, joins Gerson, Howe & Johnson there in same capacity.

Paul R. Farmer, account executive, Doyle Dane Bernbach, joins Altman-Stoller Advertising, New York, in same capacity.

Ronald Friedman, assistant product manager, Leeming-Pacquin, division of Pfizer & Co., New York, joins McCann-Erickson there as account executive.

Robert A. Wilson, account executive, KMTV(TV) Omaha, appointed assistant general sales manager.

Patricia Cooper, freelance radio producer and author, joins Warner Brothers as writer-producer of radio commercials.

Media

Gordon Davis, with KFVB(AM) Los Angeles, elected chairman, Southern California Broadcasters Association. Other officers elected: **Stanley Spero**, KMPC(AM) Los Angeles, vice chairman; **Edmund Bunker**, KFI(AM) Los Angeles, treasurer; **Ira Laufer**, KVEN(AM) Ventura, Calif., secretary.

James B. Crouse, system manager, Teleprompter Corp., Great Falls, Mont.,

appointed manager, Teleprompter's Elmira, N.Y., CATV system. He succeeds **Donald D. Schilling**, appointed Eastern regional cable-TV manager.



Mr. Gilbertson

manager of WNAC-TV, resumes full-time duties as VP.

James S. Gilmore Jr., president, Gilmore Broadcasting Corp., Kalamazoo, Mich., appointed to National Advisory Cancer Council of National Institutes of Health, Department of Health, Education and Welfare.

Robert H. Badger, general manager, WMID(AM) Atlantic City, named VP and general manager.

Roy Polevoy, research director, WXYZ-TV Detroit, joins WLS-TV Chicago in same capacity.

George H. Anderson, with Blair Radio, Boston, elected executive VP and director, Guy Gannet group (WGAN-AM-FM-TV Portland, Me.) and WHYN-AM-FM-TV Springfield, Mass.).

John Ogle, general manager, KSWB(AM) Seaside, Ore., joins KODL(AM) The Dalles, Ore., as general manager.

Lou Corbin, news department head, WFBR(AM) Baltimore, appointed community-affairs director.

Charles Hermanowski, director, Vikoa Inc., Hoboken, N.J., elected VP.

Ray Hieb, production manager, KSHO-TV Las Vegas, and **Jerry Hearldson**, with Kroger Co., Cincinnati, join WLTV-TV Bowling Green, Ky., as operations manager and business manager, respectively.

David Fuellhart, regional sales manager, WTOA(FM) Trenton, N.J., appointed station manager.

Karl Plain, sales-development manager, KSTP(AM) St. Paul, appointed manager, KSTP-FM there.

Clifford E. Hall, promotion manager, KDNL-TV St. Louis, joins noncommercial KMW-FM, Wichita State University, Wichita, Kan., as operations manager.

Programing

Jack Russell, head of own talent management firm, re-elected president of

Artists Representatives Association Inc., Chicago, renamed Chicago Association of TV and Radio Agents.

Bill Crisp, program director, WAKY(AM) Louisville, Ky., joins WLAP-AM-FM Lexington, Ky., as program director.

Jon White, assistant production manager, KMOX-TV St. Louis, appointed public-affairs producer. He succeeds **Charles Conner**, who joins Lutheran Communications Center, St. Louis.

Marshall Harmon, art director, Photographic Inc., Los Angeles, joins WABC-TV New York, as art director.

Bill Mazer, sportscaster and talk-show host, WOR-AM-FM New York, joins WHN(AM) there as sports director.

Mike Drexler, news editor, WCFL(AM) Chicago, joins WLS(AM) there as moderator of talk show.

News

Chuck Bundlie, with KDAZ-TV Grand Forks, N.D., elected president, North Dakota Associated Press Broadcasters Association. He succeeds **Russ Rossman**, KYTN(AM) Minot, N.D. **Tom Nelson**, with KDIX(AM) Dickinson, N.D., becomes president-elect.

Robert D. Carey, UPI staff, Little Rock, Ark., becomes manager there succeeding **Craig Hines**, on leave for Washington fellowship.

John Ratliff, writer, reporter and commentator, WICS(TV) Springfield, Ill., appointed news director.

Don Hickman, correspondent, NBC News, Chicago, joins KSTP-TV Minneapolis-St. Paul, as correspondent.

Denby Fawcett Jones, Vietnam bureau chief, *Honolulu Advertiser*, joins KHVH-TV Honolulu as correspondent.

Virgil Napier, producer-reporter, WAVE-AM-FM Louisville, Ky., appointed Indianapolis bureau correspondent.

Bill Slatter, news director, KWTW(TV) Oklahoma City, joins WDSU-TV New Orleans, as newscast anchorman.

Mary Jane Odell, formerly with KRNT-TV Des Moines, and **Linda Marshall**, WLXT(TV) Aurora, Ill., join WSNS(TV) Chicago as newscasters.

Boomi Waxman, women's editor and reporter, WHOA(AM) Hato Rey, P.R., joins WNAB(AM) Bridgeport, Conn., in same capacity.

Equipment & engineering

Robert E. Weissman, director of corporate development, Standard International Co., elected president and treasurer, Spencer-Kennedy Laboratories, Winchester, Mass. **Richard S. Leghorn**, president, Leghorn Corp., elected chairman of the board, Spencer-Kennedy.

Also elected as directors: **Robert E. S. Arndt**, executive VP, Katahdin Industries; **Charles R. Patterson**, consultant, Spencer-Kennedy; **Farnham W. Smith**, president and chairman of the board, Katahdin Industries.

M. L. Meehan, manager, broadcast credit, RCA Communications Systems, Camden, N.J., appointed manager, credit and collection, RCA Electronic Components, Harrison, N.J.

W. J. Crane, West Coast regional manager, Shibaden Corp., and **Les Knight**, western regional manager, International Video Corp., join Sony Corp., Long Island City, N.Y., as Southern California district managers.

B. L. Stratton, staff engineer, Ampex Corp., joins Data Disc Inc., Sunnyvale, Calif., as project manager.

Dr. James H. Mulligan Jr., executive secretary, National Academy of Engineering, Washington, elected president, Institute of Electrical and Electronics Engineers. He succeeds **Dr. John V. N. Granger**, director and consultant, Granger Associates, Palo Alto, Calif.

Richard A. Heatley, staff engineer, KOLD-TV Tucson, Ariz., joins KZAZ-TV there as chief engineer.

L. E. Anderson, with TV system engineering, RCA, Camden, N.J., joins Lynch Industries, Pennsauken, N.J., as director of engineering.

Promotion

Kevin McKay, president, McKay Enterprises, Los Gatos, Calif., PR firm, named promotion manager and sales coordinator, KBAY(FM) San Jose, Calif.

Allied fields

Ronald McDonald, program director, KNBR-AM-FM San Francisco, joins Columbia School of Broadcasting as assistant manager, broadcast division.

Lloyd T. Brummett, formerly with WCBS-TV New York, named VP of Alpha Omega Co., Sapulpa, Okla., firm specializing in radio sales-training courses and management services.

Max D. Paglin, executive director, FCC and **Erwin G. Krasnow** of Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe, appointed co-chairmen of Communications Law Committee of Federal Bar Association for 1970-1971. **George H. Shapiro**, Arent, Fox, Kinter, Plotkin & Kahn, appointed deputy chairman.

International

Dr. D. Joseph Donahue, manager, solid-state department for solid-state division of RCA, New York, named division VP, solid state—Europe.

Deaths

Robert DeWitt Clinton Meeker, 59, board chairman and founder in 1946 of Meeker Co., New York, TV-radio national representative, died of heart attack at his home in Greenwich, Conn., Monday (Nov. 3). Before World War II, he was account executive with Pedlar & Ryan, New York agency, and with Metropolitan Sunday Newspapers there.

He was former president of Station Representatives Association of New York. He is survived by his wife, Dorothy; daughter, Pamela Thye; two sons, Robert Jr. and James Beckett.

Stanley W. Ray Jr., 55, died of heart attack Nov. 19 in New Orleans. Mr. Ray was executive VP and general manager, WXOK(AM) Baton Rouge and WGOK(AM) Mobile, Ala., while holding 50% interest in stations. He also was co-

founder with Jules Paglin of OK Radio Group in Deep South.

Elmore B. Lyford, 67, retired executive director, noncommercial WCBB(TV) Augusta, Me., died Nov. 18 at Central Maine General hospital, Lewiston, Me. Mr. Lyford joined RCA Photophone in 1929, later served in station relations with NBC and Dumont TV Network. He is survived by his wife, Doris, and a daughter.

ForTheRecord®

As compiled by BROADCASTING, Nov. 17 through Nov. 24 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. W—watts. *—educational.

New TV stations

Actions on motions

■ Chief, Broadcast Bureau, on request of Mississippi Authority for Educational Television, extended through Dec. 18 time to file responses to petition for rulemaking in matter of amendment of table of assignments (Booneville, Clarksdale, Columbia, Columbus, Hattiesburg, Natchez, Oxford and Senatobia, all Mississippi). Action Nov. 20.

■ Chief, Broadcast Bureau, on request of Carolina Broadcasting Co., licensee of WSOC-TV Charlotte, N.C., extended through Nov. 30, time to file comments and through Dec. 11, time to file reply comments in amendment of TV table of assignments (Gastonia and Monroe, both North Carolina) (Doc. 19046). Action Nov. 16.

■ Chief, Broadcast Bureau, granted request of Tennessee Televentures and extended through Dec. 7, time to file comments and through Dec. 17, time to file reply comments in amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Nov. 16.

■ Chief, Broadcast Bureau, granted request by United Tecon and extended through Dec. 21, time to file comments and through Dec. 31, time to file reply comments in amendment of TV table of assignments (Kerrville-Fredericksburg, Tex.) (Doc. 18879). Action Nov. 16.

Existing TV stations

Final action

■ KEYC-TV Mankato, Minn.—Broadcast Bureau granted CP to change aur. ERP to 47.4 kw and type trans. Action Nov. 13.

Actions on motions

■ Chief, Broadcast Bureau, granted request by Jersey Cape Broadcasting Co., licensee of WCMC-TV Wildwood, N.J., and extended through Nov. 23, time to file reply comments in amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Nov. 18.

■ Chief, Office of Opinions and Review, in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, granted request by applicant and extended through Nov. 23, time to reply to opposition of Dept. of Justice to petition for reconsideration, conditional grant, and other relief (Doc. 18797). Action Nov. 18.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. (WNAC-TV), et al.), TV proceeding, granted petition by Community

Broadcasting of Boston Inc. for leave to amend application to show increase in number of shares issued and resulting stock ownership as result of recent subscription call; change in by-laws to create position of executive vice-president and election of Melvin B. Miller, stockholder, to that position; changes in individuals holding positions of president, treasurer and assistant clerk; addition of Eugene F. Merkert as stockholder and substitution of estate of Gerald M. McCarthy, deceased, for stock interest formerly held by him; new balance sheet to show current financial position of Community, and changes in business interests of various principals (Docs. 18759-61). Action Nov. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (KRON-FM-TV), extended dates for filing proposed findings of fact and reply findings of fact in renewal proceeding to Dec. 22 and Jan. 12, 1971, respectively (Doc. 18500). Action Nov. 13.

Other actions

■ WBBM-TV Chicago—FCC Complaints and Compliance Division Chief William B. Ray informed Mrs. Albert Westerfield of National Coalition of Crisis in Education, that CBS, licensee, did not violate fairness doctrine, nor were network or station influenced by private interest in March 8 and March 15 broadcasts over WBBM-TV, which reported on in-school sex education and sex education program in Chicago public school system. Ann. Nov. 15.

■ Review board in New York, TV proceeding, granted consent motion for further extension of time, filed Nov. 13 by WPIX Inc. (Docs 18711-18712). Action Nov. 17.

Call letter applications

■ KTOO(TV), Pappas Electronics Inc., Tulare, Calif.—Requests KMPH(TV).

■ KVOO-TV, Central Plains Enterprises, Tulsa, Okla.—Requests KTEW(TV).

New AM stations

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Lewisburg and White Sulphur Springs, both West

Virginia (Garland A. Hess, William H. Bowen and Fred Cox and Valley Broadcasting Co.), AM proceeding, certified to review board for disposition, petition filed by Garland A. Hess, William H. Bowen and Fred Cox seeking to amend application by revising certain financial data as result of Broadcast Bureau having taken certain positions with respect to cost items in connection with settlement agreement for reimbursement; granted petition by Valley Broadcasting Co. for leave to amend application to supply certain clarifying financial data (Docs. 18977-8). Action Nov. 17.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, set procedural dates and rescheduled hearing for Feb. 16, 1971; ordered that transcript of prehearing conference be incorporated by reference and be available as guide to parties in their preparation for hearing as to all matters discussed (Docs. 19026-7). Action Nov. 17.

Other actions

■ FCC adopted rule amendments to reflect new agreements with Mexico governing AM allocations and presunrise operating privileges of AM's in both countries. Action Nov. 18.


■ Review board in Eupora, Miss., AM proceeding, granted motion filed Nov. 19 by Radio Tupelo and extended to Dec. 8 time to file reply to responsive pleadings to motion to enlarge issues, filed Oct. 23 (Docs. 19026-27). Action Nov. 23.

■ Review board in Winona, Miss., AM proceeding, granted motion filed Nov. 19 by Southern Electronics Inc. and extended to Dec. 2 time to file responsive pleadings to motion to enlarge issues, filed by Southern Electronics Inc. and to petition to modify and delete issues, filed by Tri-County Radio Inc., both filed on Nov. 9 (Docs. 19051-52). Action Nov. 23.

■ Review board in Henrietta, N.Y., AM proceeding, granted motion filed Nov. 19 by Oxbow Broadcasting Corp., and extended to Dec. 1 time to file responsive pleadings to petition to reopen record for limited purposes, filed by John B. Weeks on Nov. 13 (Docs. 17571-73). Action Nov. 23.

■ Review board in Youngstown, Ohio, AM proceeding, granted petition for extension of time, filed Nov. 16, by Jud Inc. (Docs. 18768-69). Action Nov. 18.

■ Review board in Milton-Freewater, Ore., AM



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Summary of broadcasting

Compiled by FCC, Nov. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,298	2	16	4,316	61	4,377 ¹
Commercial FM	2,127	0	48	2,175	124	2,299
Commercial TV-VHF	498	2	14	512 ²	14	526
Commercial TV-UHF	151	0	33	184 ²	110	294
Total commercial TV	649	2	47	696	124	820
Educational FM	414	0	19	433	41	474
Educational TV-VHF	76	0	9	85	4	89
Educational TV-UHF	101	0	10	111	12	123
Total educational TV	177	0	19	195	16	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on non-reserved channel.

proceeding, denied motion to dismiss applications, filed Sept. 29 by Broadcast Bureau; granted motion to amend Broadcast Bureau's motion to dismiss application, filed Oct. 2, by Broadcast Bureau; granted petition to accept late appearance, filed Nov. 2, by Country Radio Broadcasting Inc.; accepted notice of appearance, filed Nov. 2, by Country Radio Broadcasting Inc.; held in abeyance joint request for approval of agreement, filed Sept. 23 by Country Radio Broadcasting Inc. and Hermiston Broadcasting Co. and petition to dismiss application, filed Sept. 23 by Country Radio Broadcasting Inc.; and ordered that Country Radio will comply with provisions of rules (Docs. 18965-66). Action Nov. 23.

■ Review board in Chattanooga, AM proceeding, granted motion for extension of time, filed Nov. 17 by Rock City Broadcasting Inc. (Docs. 18901-02). Action Nov. 19.

Call letter application

■ Dolphin County Broadcasters, Rose Hill, N.C.—Requests WEGG.

Existing AM stations

Application

■ KAWT Douglas, Ariz.—Seeks CP to increase D power from 250 w to 1 kw and install new D trans., Western Electric 443-A. Ann. Nov. 19.

Final actions

■ WLSE Wallace, N.C.—Broadcast Bureau granted CP to replace existing tower and add side-mounted FM ant.; condition. Action Nov. 16.

■ WBSM New Bedford, Mass.—Broadcast Bureau granted license covering installation of new trans. at Pope's Island, New Bedford, for aux. purposes only. Action Nov. 17.

■ WIID Garden City, Mich.—Broadcast Bureau granted license covering use of old main trans. for aux. purposes only. Action Nov. 17.

■ KORK Las Vegas—Broadcast Bureau granted license covering replaced changes; granted license covering use of main N trans. as aux. D and main D trans. as aux. N. Actions Nov. 17.

■ WLTN Littleton, N.H.—Broadcast Bureau granted license covering changes; studio and remote control to 20 Main Street, Littleton. Action Nov. 19.

■ WTNS Coshocton, Ohio—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Nov. 13.

■ WELX Xenia, Ohio—Broadcast Bureau granted CP to make changes in DA pattern. Action Nov. 13.

■ KCCCT Corpus Christi, Tex.—Broadcast Bureau granted CP to install new trans. for aux. use. Action Nov. 16.

■ WLEO, Ponce, P.R.—Broadcast Bureau granted license covering alt. main trans. Action Nov. 17.

Other action

■ WKBN-AM-FM-TV Youngstown, Ohio—FCC refused request by WKBN Broadcasting Corp., asking that it be allowed to file additional pleadings in response to programing comments in reply filing on petition to deny renewal of WKBN-AM-FM-TV. Action Nov. 9.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Safford, Ariz. (Al G. Stanley [KATO] and Tri-County Broadcasting Co.), AM proceeding, on petition of Tri-County Broadcasting Co., dismissed with prejudice application in Doc. 18937 and closed record to be dealt with on basis of engineering exhibit made of record and stipulation

entered at hearing held on Nov. 9 (Docs. 18936-7). Action Nov. 17.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Inc.), renewal of license of WVLC, canceled Nov. 24 hearing and closed record; set procedural dates (Doc. 18285). Action Nov. 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Pine Bluff, Ark. (James J. B. Scanlon [KCAT] and Lovelle Morris "Jack" Beasley), AM proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer and scheduled prehearing conference for Dec. 30 and hearing for Jan. 27, 1971 (Docs. 19093-4). Action Nov. 13.

■ Hearing Examiner Isadore A. Honig in Monroe, Ga. (Walton Broadcasting Co.), renewal of license of WMRE, granted petition by applicant for leave to amend application by reporting that Warren G. Gilpin, president of Walton, has become major stockholder in electronics distributing business with son (Doc. 19011). Action Nov. 12.

Fines

■ WBTBY, Waterbury, Conn.—FCC informed Trend Broadcasting Inc., parent corp. of licensee that it has incurred apparent liability of \$2,000 for "willfully or repeatedly" violating provisions of rules by falsifying log entries. Action Nov. 18.

■ KFDR Grand Coulee, Wash.—FCC application of Evergreen Broadcasting Corp., licensee, for mitigation or remission of \$750 forfeiture imposed on station. Action Nov. 18.

Call letter action

■ KREK, Radio Sapulpa, Sapulpa, Okla.—Requests KXOI.

New FM stations

Final action

■ Rushville, Ind.—Rush County Broadcasting Co. FCC granted 94.3 mc, ch. 232A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Gene H. Kinman, R.R. 3, Rushville, Ind. 46173. Estimated construction cost \$71,971; first-year operating cost \$29,000; revenue \$50,000. Principals: Gene H. Kinman, president, Dudley Curtis, vice president (each 62½%), Richard Waggoner, secretary (3¼%) et al. Mr. Kinman is partner in pharmacy, Mr. Curtis is owner of furniture company and Mr. Waggoner has interest in another furniture company. Action Nov. 18.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Rogers, Ark. (Robert E. Sanders and KAMO Inc.), FM proceeding, granted request of KAMO and continued Nov. 16 prehearing conference to date to be specified after review board has acted on joint petition requesting review board to approve contemplated agreement looking toward dismissal of application of Robert E. Sanders and grant of application of KAMO Inc. (Docs. 18973-4). Action Nov. 12.

■ Hearing Examiner Basil P. Cooper in Oxnard, Calif. (Albert L. Crain and Raymond I. Kandel), FM proceeding, granted motion by Raymond I. Kandel and continued hearing to Jan. 18, 1971 (Docs. 18981-2). Action Nov. 17.

■ Hearing Examiner Millard F. French in Camarillo, Calif. (Camarillo Broadcasting Co. and Hot Air Radio), FM proceeding, granted in part motion by Camarillo Broadcasting Co. and continued procedural dates; continued hearing to Jan. 5, 1971 (Docs. 18969-70). Action Nov. 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, designated Hearing Examiner James F. Tierney as pre-

siding officer and scheduled prehearing conference for Dec. 29 and hearing for Jan. 26, 1971 (Docs. 19087-8). Action Nov. 13.

■ Chief Hearing Examiner Arthur A. Gladstone in Corpus Cristi, Tex. (Big Chief and Community Service Radio Inc.), FM proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer and scheduled prehearing conference for Dec. 29 and hearing for Jan. 26, 1971 (Docs. 19089-90). Action Nov. 13.

■ Chief Hearing Examiner Arthur A. Gladstone in Virginia Beach, Va. (Payne of Virginia Inc., Virginia Seashore Broadcasting Corp. and Sea Broadcasting Corp.), FM proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer and scheduled prehearing conference for Dec. 29 and hearing for Jan. 26, 1971 (Docs. 19095-7). Action Nov. 13.

Other actions

■ Review board in Leisure City, Fla., FM proceeding, denied petition to enlarge issues, filed Sept. 28 by Resort Broadcasting Inc. (Docs. 18956-58). Action Nov. 18.

■ Review board in Wailuku, Hawaii, FM proceeding, granted motion for extension of time, filed Nov. 16 by John Hutton Corp. (Docs. 18991-18992). Action Nov. 18.

■ Review board in Anderson, Ind., FM proceeding, granted motion for extension of time, filed Nov. 17 by Eastern Broadcasting Corp. (Docs. 19017-19). Action Nov. 19.

■ Mount Pleasant, Iowa—FCC affirmed FCC action that approved agreement between two competing applicants for new FM in Mount Pleasant—permitting dismissal of application by Mount Pleasant Radio Inc. in exchange for reimbursement of expenses in prosecuting application, and authorizing construction of FM by Pleasant Broadcasting Co. Action Nov. 18.

■ Review board in Gahanna, Ohio, FM proceeding, granted petition to shift burden of proceeding, filed Oct. 14 by Broadcast Bureau (Docs. 18308 and 18793). Action Nov. 18.

■ Review board in Gahanna, Ohio, FM proceeding, granted motion for extension of time, filed Nov. 17 by Delaware-Gahanna FM Radio Broadcasting Station Inc. (Docs. 18308 and 18793).

(Continued on page 63)

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Wanted a very together and righteous manager for proposed Canadian underground FM metropolitan operation. Experience in sales, program control and administration vital. Apply to Box L-185, BROADCASTING.

Opportunity for sales and air work in Pauls Valley, Oklahoma. Prefer some experience. Contact George Wilburn, KVLH, 405-238-3314.

Manager wanted for WMKC-Stereo—Oshkosh, Wisconsin. Must have top personal billing record. Tell all. Five figure salary, incentive, all the fringe benefits. Write Don C. Winth, P.O. Box 707, Neenah, Wisconsin 54956.

Totally new radio concept now being programmed on 2 of our stations. Requires unique executive mixture of creative programming and high level successful sales background, over all radio administrative know how, good grasp of travel industry, advertising agency field, and syndication. Unusual expansion opportunity, situation for right man. Herbert W. Hober, President NASSAU Broadcasting Company, Princeton, N.J. 609-924-3600.

General manager wanted for stereo FM station in one of ten major markets. Must be top salesman. Unusual opportunity. Send resume to Controller, Suite 104, 2501 Calvert Street, N.W., Washington, D.C. 20008.

Help Wanted Sales

Wanted: Salesman or radioman wanting sales. Continuous sales training. Age 24-40. Midwest operation. Box L-255, BROADCASTING.

Once in a lifetime opening for young salesman, #1 MOR small market station in South. Salary plus commission, bonus, fringe benefits. Send complete details, care Box L-283, BROADCASTING.

Sales: Earn big city dollars without big city taxes, commuting costs. WGBB, Long Island, New York area's number one non-central city radio station has sales opportunity for experienced sales person. Susquehanna group ownership offers future management opportunities, other benefits. Call Jim Davey, or Jim Hackett, 212-658-6011, 516-623-1240, or write WGBB, P.O. Box 130, Merrick, New York 11566.

Challenging career for aggressive salesman. Work for North Central Florida's newest and finest country music station. We broadcast exclusively in beautiful FM stereo—24 hours a day. Salesman must be hard worker and be able to produce. No drifters, please. Start on commission basis and grow along with station. Send full resume to WGVL-FM stereo, P.O. Box 14585, University Station, Gainesville, Fla. 32601.

Sales-manager WMAD AM/FM Madison, Wisc. Want aggressive experienced person to build local/area sales. Modern country format, Dan Palen, Mgr.

Announcers

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

Southwest Virginia—immediate openings for two experienced versatile announcers. Family station with mainly C&W format. Send tape, resume and salary requirement to Box L-189, BROADCASTING.

California. Small FM station going IGM automation first of 1971 needs young man with good voice, first phone, and solid automation experience to take over as operations director. Good chance for management soon as group expands. Send short, short tape and photo along with resume and salary required in first letter. Box L-193, BROADCASTING.

Announcers continued

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-196, BROADCASTING.

Opening for staff announcer with desire to help in sales. Box L-213, BROADCASTING.

Eastern Massachusetts, medium metro market station seeks experienced MOR pro. Must have good production ability and knowhow. Rated #1, top benefits. Send resume, references, tape and picture. Box L-233, BROADCASTING.

I need a man to save a nine-time rock show. We have the lead and want to keep it. No screamer but personality individual needed. North-Central Pa., location. Good pay and working conditions. No floaters. Write with tape and resume to Box L-250, BROADCASTING.

Dee Jay. First ticket. Must be married, dependable. References checked. Good money. Give us a couple of years. We'll guarantee placing you in better job if qualified. Letter and tape now. Personal interview later. Box L-251, BROADCASTING.

Bright MOR major market south considering aspiring DJ with potential to mold. Good voice, humor or topicality ability desired. Send resume, tape to Box L-262, BROADCASTING.

Bright, witty, creative morning man for top contemporary. Beautiful medium market in Colorado. Humor must appeal to family audience. Must be stable, punctual and sober. Professionals only please. Send tape and resume to Box L-264, BROADCASTING.

Wanted: 1st phone, heavy voiced, rock jock, for daytime slot. Production ability a must. Good pay, stable station. Send resume, tape & photo to Box L-277, BROADCASTING.

Substantial AM daytime-FM fulltime in Illinois needs morning man. Well equipped, we've dominated our region for decades. Now want to improve morning service with a mature, experienced first phone announcer music man. No maintenance. We'll pay you what you're worth, you'll get all benefits. Excellent living and schools in our pleasant communities within 100 miles of Chicago. Interested? Box L-293, BROADCASTING.

A very good opening exists at a good station for an announcer with 1st. Permanent position, must have dependability. Near St. Louis. Tape and references to Box L-312, BROADCASTING or call Mgr. 314-586-8577.

Experienced announcer, mature voice with first phone for permanent position with Piedmont NCAR full time network affiliated station. Send resume to Box L-315, BROADCASTING.

First phone announcer for MOR NBC affiliate. Beginner with training would be considered. Send tape, picture and resume. KARE, Atchison, Kansas. Equal opportunity employer.

Morning personality for immediate opening on MOR-music-talk station. Also opportunity for talk-show if qualified. Contact George Taylor, WALE, Fall River, Mass. 617-674-3535.

Announcer: First ticket. WAMD, Aberdeen, Md. 21001.

Excellent position available now for bright sounding, experienced announcer for MOR morning show. Copy and production helpful. Send tape, resume today to WASA, Havre De Grace, Maryland 21078.

Excellent opportunity for young aggressive first and third phones willing to learn and expand through cooperation with a fine team on a contemporary AM, and automated FM. Send tape and resume to WGOM, Box 538, Marion, Indiana.

Announcer with first . . . no maintenance . . . willing to work . . . experience not necessary. Send tape, resume and expected salary to WIOS, Tawas City, Mich. 48763.

Announcers continued

Announcer wanted. Morning man, strong on soul, some rock, young, hepped and experienced, wanted for this 50,000 population Florida coastal market, 69th largest black city, in nation. Must have minimum two years experience, be strong on production, and audience puller. We are number two in this morning block and seek number one. Would prefer man who can sell his show so he can earn more, but not required. Advancement unlimited. Send tape and resume and required starting salary, Hudson Millar, WOVV, Fort Pierce, Florida, an airmedia station.

Morning man with first phone for southern Maryland 5 kw. Send tape, resume, to Blake Hawkins, WPTX, Lexington Park, Maryland, 20653.

Technical

Opening for announcer/engineer, some maintenance. Salary commensurate with ability. Box L-214, BROADCASTING.

Chief engineer-announcer for non-directional 1 KW AM station in Midwest. Major market, 40 hours per week. Top pay and permanent position for right man. Must be experienced and ready for good paying, permanent job. All applications will be held in confidence. Send tape and complete resume to Box L-228, BROADCASTING.

Wanted: Family man with ambition and at least 3 or 4 years basic engineering experience. Job—Chief, class C stereo, in Missouri. Send resume. Box L-267, BROADCASTING.

Major Chicago stereo station seeks capable, competent, experienced engineer. Box L-303, BROADCASTING.

Florida Mobile Videotape independent needs video maintenance engineer, production oriented. Prefer young single man ready to grow with booming company. Reply to Box L-311, BROADCASTING.

Bay area 5KW fulltime seeks chief engineer for operation and maintenance. Must have studio construction experience. Benefits include full hospitalization and life insurance program. Willing to pay top salary for qualified man. Please contact Frank W. McLaurin, General Manager, KSRO, Santa Rosa, California.

Transmitter engineer. WAMD, Aberdeen, Md. 21001.

Chief engineer for AM 4 tower directional in southern Maryland. Send resume, references to Blake Hawkins, WPTX, Lexington Park, Maryland, 20653.

Chief engineer needed for 5000w ND/1000w directional Indiana station. Full responsibility. Directional experience necessary. Top dollar and benefits to right man. (812) 425-2221.

Extremely qualified man to have technical supervision over a new national program service for public radio stations. Facilities in Wash., D.C. for live networking and a tape duplication system. Applicants must be fully trained in networking, studio and remote origination and have experience in maintenance, design, and stereo operations. Equal opportunity employer, must have strong references. Send resume to: Manager of Operations, NPR, 888 Sixteenth St., N.W., Washington, D.C. 20006.

News

Newsman-DJ for aggressive rocker in Rocky Mountain region. Excellent city and climate. Assignment is heavy on news with light DJ hours. Must be experienced, dedicated and stable. Send tape and resume to Box L-265, BROADCASTING.

Wanted: newsman with sportscast and play-by-play capabilities. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Immediate opening for morning news announcer/reporter at one of Arizona's top adult stations. Send tape, photo, references and resume to Tom Churchill, KRFM, P.O. Box 10098, Phoenix 85016. Mature voice and minimum 5 years news experience required; ability to deliver, gather, edit, re-write and interview essential. Equal opportunity employer.

News continued

Newsman—WLAP, Lexington, Kentucky, needs an experienced "digger" to join four-man news team. Writing, rewriting experience and authoritative delivery a must. Send tape and resume to News Director. No collect calls.

Professional radio news man for a four man news dept. Must be able to write, edit and deliver. Send tape and resume to General Manager, WSOY Radio, P.O. Box 2250, Decatur, Illinois 62526.

Programing, Production, Others

Team/two or three/PD and operations/production announcer/and announcer. Acceptable to establishment. Above average salaries. Excellent equipment. Established station. Number one in market of 100,000. South. Contemporary/not wild/not flower music. Box L-154, BROADCASTING.

Wanted a wide awake female "executive" to be the president of radio and television operation. East to West coast travel. Top shorthand and typing essential. Apply to Box L-184, BROADCASTING.

Virginia regional station requires up and coming production man to join our staff of 25. With the emphasis on individual initiative and creativity, your job will include a short air shift, but most of your time will be spent working with our sales and creative staff of six people. Fantastic facilities, extremely solid group owner. You must have good production experience and professional announcing capability. Send tape and resume to Box L-295, BROADCASTING. Tapes will be returned. P.S. We pay well for skill, and we promote well from within.

Situation Wanted, Management

General manager: Experienced AM-FM and TV sober, reliable family man, 38. Twelve years experience. N.Y. or Pennsylvania. Box L-256, BROADCASTING.

Attention New England: Assistant manager, program director wants to make change. Tired of out-selling manager without commissions. Also doing morning show, news and play-by-play. 7 years with many awards. Available immediately. Box L-269, BROADCASTING.

Desire management, small-medium market. Currently sales-manager. Good P&L man, family man, professional, community active. References. Box L-288, BROADCASTING.

Experienced general manager. Small-medium markets. Heavy on programing, budgeting, community involvement. Family man. Box L-306, BROADCASTING.

Manager/sales manager. Aggressive young executive experienced in all phases of broadcast operations. Imaginative leader. Four years small market management. Currently billing 6 figures in medium market, ready to move up. Prefer east coast. Box L-316, BROADCASTING.

Sales

Dallas merger victim—Heavy sales background. Previous on-the-air work. Family and everything so must be stable situation. Prefer southwest. Box L-217, BROADCASTING.

E for experience . . . mgr-sales, mgr . . . tops in public relations . . . high sales volume record, creative, imaginative, presentation sales expert, excellent air voice, ichi ban copy man. If you've got a challenge and at least \$14,000 per annum your profit picture is looking rosey already . . . Bob Leach, 400 East "T", Tumwater, Washington . . . (206) 943-8323.

Announcers

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

MOR, first, no pro, New York, Michigan, anywhere. Box L-60, BROADCASTING.

Your progressive medium market, midwest/west, MOR/rocker, requires ability, maturity, management goals and enthusiasm. College grad., 27, married, 10 years experience delivers. Thrives on responsibility, good bucks. Box L-175, BROADCASTING.

Top 40 small market PD, 2 years, wants to grow. Looking anywhere. Prefer Colo., Ariz., Northwest. Programing, production. DJ degree. 25. Single. 3d. Need \$600. Any size market. Professional only. Box L-179, BROADCASTING.

Beginner, broadcast grad., third endorsed, will take off air position to learn radio. Write Box L-188, BROADCASTING, or call (814) 536-7961.

Announcers continued

Young, energetic top 40 announcer with first, looking for station in Ohio and Indiana. Music director experience and good references to back me. Write Box L-244, BROADCASTING.

Experienced married morning man, available Feb. 1, upon service discharge. 5 yrs civilian plus 1 yr AFRTS radio & TV. School trained 3rd endorsed. C&W or MOR. Box L-245, BROADCASTING.

Experienced professional announcer capable of working hard and willing to relocate. Box L-249, BROADCASTING.

5 years experience. Looking for announcing position in or around New York area. Box L-252, BROADCASTING.

Veteran, broadcasting graduate, beginner, will relocate. Box L-259, BROADCASTING.

Combo-man, 1st phone announcer with programing, production, and performing experience. Repair and maintenance skills. Age 23, veteran, will relocate. Box L-260, BROADCASTING.

First phone announcer desires to move up. Four years on-the-air experience in country & MOR. Prefer country. Personality-plus! If it's a time and temperature, button-pusher you want, please do not respond. Tape available. Box L-261, BROADCASTING.

Near N.Y. beginner, 3rd endorsed, any format, available now. Box L-272, BROADCASTING.

Experienced: Disc jockey, newscaster, announcer, tight board, versatile, dependable, creative. Box L-274, BROADCASTING.

New York City pro—currently employed—will move to your city. Excellent and reasonable; MOR/contemporary; afternoons, evenings, overnights. Box L-275, BROADCASTING.

Looking for permanent position in Pacific northwest with future. 1st phone with 15 years professional experience, all formats. Desire P.D. and/or announcing position. Presently employed by #1 adult station in major market. Box L-279, BROADCASTING.

Experienced, top forty, professional, seeks opening in midwest. Box L-285, BROADCASTING.

Dependable (Black) announcer-newscaster, tight board, third, metro experienced, relocate. . . . Box L-287, BROADCASTING.

Professionally trained Black announcer 1 yr. college. Will relocate. Service completed. Box L-292, BROADCASTING.

Professionally trained announcer-newscaster 27 — dependable, versatile, creative, tight-board. Broadcast grad with 1 year college. Prefer the MOR sound of today—has a knack for the oldies of yesterday-year, third endorsed. Ver. Box L-296, BROADCASTING.

DJ first . . . copywriting, production second. Experienced, third, good voice, some college, draft exempt. Consider all but prefer MOR, contemporary, lower Michigan or warm weather. Box L-297, BROADCASTING.

Florida 1st phone announcer. Seven years experience. Wants to move up. Box L-299, BROADCASTING.

Hard working ambitious top 40 personality with first wanting opportunity in Indiana-Ohio area. Experience and good references. Write Box L-302, BROADCASTING.

Black trained female announcer—N.Y.C. broadcasting school graduate. Versatile — 3 months broadcast experience. 3rd class. Box L-305, BROADCASTING.

Air personality-PD-music director. Prefer up-MOR \$200 plus only. Box L-308, BROADCASTING.

Young announcer. Go anywhere, preferably New York State. Radio school. 4 months experience, filling temporary vacancy. Excellent references. Draft no problem. Jim Huntoon, WLEA, Hornell, N.Y. (607) 324-1480.

Classical can compete. Can do manager. AA and BA degrees in broadcasting communications. Trained with top classical station in medium market. Steady success assured. West or southwest. Phone Benton Petersen, 801-467-5784.

Professional radio and CC-CATV announcer, third ticket, married, 27. College town, west or midwest preferred. Looking for permanent position. Call 815-539-9024.

First phone, limited experience. Relocate. DJ, news, prod., broadcasting school grad. Bob Romanski, (714) 424-5557. 165 Calla Ave., Imperial Beach, Calif.

Announcers continued

Talent and experience plus Veteran announcer/newsman available now. Third ticket, best references. 406-252-3956.

Beginner 1st seeking rocker. Has own collection 50's to 70's over 10,000. Charles Mosier, 2534 N. Drake, Chicago, Ill. 60647.

First phone, 22 years old, draft deferred, hard working, dependable with 13 months experience as DJ and asst. sports director. Will travel. Now available. Arnie Koenig, 7350 Bell Blvd., Bayside, N.Y.

First phone announcer, medium or major market, college degree. Jerry Pirl, 211 Elk Street, Syracuse, N.Y.

Female with first phone wants new local . . . have experience as a jock . . . production spots, etc. Call area code 507-437-6280.

Announcer-deejay, five years experience with country and top-40, third endorsed call 701-572-5757.

Dear Santa, experienced beginner, first phone, draft free. Prefer midwest. (312) 323-2084.

Three years experience, third phone, interested in small market stations in Maryland, Virginia, West Virginia, Pennsylvania or New Jersey, Harvey Apatoff, 4006 Fallstaff Road, Baltimore, Maryland, 21215.

Unhappy talented announcer looking for right opportunity. 2 yrs exp. in dj, news, prod., programing. Married, stable, conscientious, 3rd phone. Reply: Job, Box 168, Alloway, N.J. 08001.

First phone. Tight board. Ambitious beginner. Top forty or MOR. Tape resume. Call Jeff-726-4577 or write 127 Oceanview Ct., Vista, Calif.

Technical

Mature/chief engineer, 20 years experience in all phases of AM, FM, automation and some TV. Prefer lake area, central or southern Midwest states. Box L-207, BROADCASTING.

Responsible chief engineer/announcer wants position in northeast, now. Box L-309, BROADCASTING.

News

Warm weather majors: experienced pro wants air-writer-editor position. College degree, dependable, no hang-ups. Box L-239, BROADCASTING.

Black female: personable, experienced, degree speech/journalism, available after March. Continuity/traffic, news writing. Seek inside news department position or continuity department. Single, will relocate. Box L-304, BROADCASTING.

Bob Allen—needs a job. Highly qualified news director-newsman took a gamble in politics and lost. 516-231-6810. 194 Louise Dr., Bay Shore, N.Y. 11706. Hurry—I have wife and three kids.

Newsman—recent grad, Emerson College, broadcast major, have written/broadcast news college station. Donald Shaw, 15 Crossman Place, Huntington, N.Y. 516-421-0231.

Experienced newsman looking for challenging position with medium or major market station. Prepared to work anywhere in the U.S. Married and draft exempt. Call Gene Steinberg at 803-556-0885 or write 15451/2 Ashley River Road, Charleston, South Carolina 29407.

Programing, Production, Others

Agnew would dub me a rad-lib. Successful talk personality 35 . . . responsible . . . seeks own show nighttime . . . days . . . or all night on powerful outlet . . . radio and/or television. Rating success three large markets. Last job . . . network correspondent but you can afford me. Two good offers pending but will wait to hear from you. Hurry! Box L-141, BROADCASTING.

Experienced P.D. available, all formats, all phases, sharp production, 1st phone, married family. All replies confidential. Box L-234, BROADCASTING.

Experienced professional. Willing to do and capable of hard work. Box L-247, BROADCASTING.

Seasoned radio announcer available for voice-over and production assignments—Radio, TV, Agency. Box L-268, BROADCASTING.

1st phone, B.S. radio-TV, limited experience, draft exempt, 24, single. Seeks production-announcing in radio. Available January 4th. Box L-273, BROADCASTING.

Program director—prefer up-MOR. Creative, competitive. Production, news. \$200 plus. Box L-307, BROADCASTING.

Television Help Wanted

Sales

Experienced TV salesman, WURD-TV, Indianapolis. Dr. Wendell Hansen, Rt. 4, Noblesville, Ind. 317-773-0030.

Technical

Immediate opening for chief engineer. UHF all color station in southwest. Send resume, including salary requirements to Box L-294, BROADCASTING.

Studio technician needed for operation and maintenance. Write to Bob Swayze of WJRT-TV, 2302 Lapeer Rd., Flint, Mich. 48503. We are an equal opportunity employer.

Engineer, experienced with Norelco cameras and Ampex VR2000's, needed at once in expansion move by National Teleproductions Corp. Fast growing television production facility, specializing in national and regional commercial production and numerous mobile pickups. Good pay, benefits. Contact Vern Totten, Chief Engineer. 317-257-1581.

Expanding video tape department has opening for an experienced, knowledgeable operator. Also consider maintenance or master control technician. Pacific northwest, good salary & benefits. Send personal resume to Box 593, Seattle, Washington.

News

Night editor. Evening shift to write, re-write, edit film and VTR, and anchor 11 P.M. #1 rated NBC local affiliate. \$165-195 per week, depending on qualifications and experience. Send audition, copy-writing samples, or call John Howe, News Director, KORK TV, P.O. Box 550, Las Vegas, Nevada. Also assignment editor fully experienced anchor noon news, \$185-215 range. Equal opportunity employer.

Expanding company with three televisions and one radio outlet seeks experienced newsmen equally qualified at gathering, writing and presenting television news. To head news operation at one television station with opportunity of building news department. News emphasis to be local. Long term tenure assured qualified man. Salary open. Send resume, film or tape to President, KXMC-TV, Minot, North Dakota 58701. Applications confidential.

Programing, Production, Others

Director/producer—VHF station, southern New England. Minimum 2 years experience, college graduate. Send resume and salary requirements to Box L-177, BROADCASTING.

Creative director. Want a chance to do all those things you've always wanted to do? Large southeast market major group R and TV offers it to the person with complete knowledge and capability in field of graphics, continuity, set design and all other related areas. Write with brochure and samples to Box L-291, BROADCASTING.

Producer-director southeastern NBC affiliate in top 40 market seeks energetic, creative person to develop within a progressive organization. Include resume in first letter. Box L-313, BROADCASTING.

Television Situation Wanted

Management

General manager—thirteen years broadcasting experience. Last 18 months in top 20 market. Strong administrative and financial background. Box L-209, BROADCASTING.

Program director/program-production manager, experienced producer-director, operations, administration, programing feature and syndicated product, FCC regs., production costs. 35 years old, FCC first ticket, college, vet., now working major market in VTR production, looking for management spot. Box L-218, BROADCASTING.

National group executive seeking position as radio/TV general manager in 1971. Resume available on strict confidential basis. Box L-231, BROADCASTING.

Five years experience, radio and television production, operations, management. Seeking additional management experience as assistant program director or production manager. Can relocate, prefer east coast but will travel for right position. Box L-241, BROADCASTING.

Executive vice president-general manager. Large-market station or group. Nationally-recognized industry leader. Quality administrator-troubleshooter. Specialist in competitive programing and sales (national and local). Thoroughly experienced and successful all phases, including station-ownership. 16 years in television; 12 prior years, radio. Accustomed to much responsibility, including total direction of large corporation. Capable of achieving substantially increased profits and prestige in remarkably short time. Box L-254, BROADCASTING.

Management continued

Capable, conscientious program manager, major market experience, seeks position offering reward for consistent and highly imaginative efforts. Box L-263, BROADCASTING.

Sales

Successful in sales, sales-management, 10 years experience, seek opportunity. Family man, professional, TVB-trained. References. Box L-289, BROADCASTING.

Announcers

Major market only: Major market show host, weatherman, announcer, comedy writer desires larger market. Young. Box L-200, BROADCASTING.

Experienced professional announcer capable of working hard and willing to relocate. Box L-248, BROADCASTING.

Technical

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box L-115, BROADCASTING.

Chief engineer, presently comfortable but not satisfied. TV transmitter and color studio construction experience, radio proofs. Box L-220, BROADCASTING.

Experienced, 1st phone, all phases of studio control room operation, available immediately. Resume on request. Box L-243, BROADCASTING.

Experienced, 1st phone operating engineer T.V. Young, reliable, will relocate. Box L-257, BROADCASTING.

Experienced B.E.E. TV broadcast engineer seeking position in bdcstg/catv/equip. mfg. as systems engineer or marketing with management opportunities. Box L-271, BROADCASTING.

Chief engineer of college broadcast quality ITV installation looking for advancement. Must have all technical authority and sufficient staff. Ten years in broadcasting. Salary 13K+. Presently east coast. Box L-298, BROADCASTING.

News

News directorship wanted. Former network overseas correspondent (you'll recognize my name) seeks management position with on-the-air duties okay. No heavy bread required. Security more important. Box L-142, BROADCASTING.

General assignment reporter. Top five experience, Master's degree. Tape and references on request. Box L-222, BROADCASTING.

Assistant news director. Major market only. Experienced in all phases, Master's, 26. Top references. Box L-223, BROADCASTING.

Dean Ann: I've got a problem. You haven't sent me the name of that guy looking for a good newsmen. Think he'd write to Box L-253, BROADCASTING for a resume?

Dedicated newsmen—victim of Kaiser cutback. Was in major market. Exper. reporter-photo., film, edit., writer, producer, editor. No on-air. Will consider any market with right opportunity. Box L-258, BROADCASTING.

Professional meteorologist experienced in TV-radio broadcasting. Seeks greater growth opportunity. Member AMS, Box L-278, BROADCASTING.

In exchange for a break into sport reporting I'll bring you my 4 years of top-10 market production experience, my degree—my penetrating insight, my rich voice, and my handsome mug. Box L-301, BROADCASTING.

Programing, Production, Others

Experienced professional. Willing to do and capable of hard work. Box L-246, BROADCASTING.

Involve me! I can contribute everything a BA in TV and 2 years heavy production experience can provide. Experienced all phases production, studio/remote. 25. 1-Y. Resume available. Box L-270, BROADCASTING.

Production manager desires a change. Move up or new challenge. Know promotion, sales development. Fifteen years experience. Let me contribute and be a part of your growing company. Box L-290, BROADCASTING.

With 4 1/2 years of art, scenic, photo. crew and air operations experience in two major markets, a university degree, and no draft problem—I'm prepared to be the sharpest assistant director on your staff. Box L-300, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk, Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: 5 or 10 kw VHF hiband transmitter, prefer Channel 10; state condition and price. Box L-266, BROADCASTING.

Late model AVQ-10 weather radar equipment with T.D. pre-amp suitable for ground installation. Contact Jim Lockerd, KSWO-TV, Lawton, Oklahoma.

Wanted. 35mm film projector for television film chain. Should be in good condition and operating. Send model, make and price to Howard J. Zuckerman, National Teleproductions Corp., 5261 N. Tacoma, Indianapolis, Indiana 46220.

FOR SALE Equipment

Rigid Transmission Line—6 1/2" - 50 ohm, 20 ft. lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

For sale, at half price—Class "A" FM equipment. John Craft, 214 South Oliver—Elk City, Oklahoma (405) 323-0617. Unit price only.

Overhead too high? Price breakthrough! Newsroom brand recording tape. Try dozen reels, satisfaction guaranteed. 7" dozen, \$11 or 5" dozen, \$9. Newsroom Products, 1602 Dunterry—McLean, Virginia 22101. Dealers welcomed.

RCA TP 16mm color projector. Little used. Complete as received from makers. Bargain priced. N.J. area. Box L-186, BROADCASTING.

Recording tape sale—1.5 Mil. 1200 and 600 ft., Send \$1 for sample reel. Wholesale discounts as low as 65 cents/5" in quantity. Newsroom Products, 1602 Dunterry—McLean, Va. 22101. Distributors wanted.

For sale—passive reflectors, various sizes, used, perfect condition, good price. Call or write for information, Radio Towers, 611 Woburn St., Wilmington, Mass. 01887 617-658-4522.

HJ7-50 Andrews Helix 1 1/2" Air coaxial transmission cable jacketed 10,000 feet available 5-2000' reels perfect surplus test reports available 50% of factory price can be cut to order at tremendous savings. Brokers invited. For FM broadcast communications microwave radar—Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade... better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Games, gimmicks, intros, breaks, jokes! Unique! \$2.25 month. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Heavy holiday spot load? Major market commercial voices personalize spots for your clients. Character voices, too. Fast service. Low prices. Free info: Sound 70, Box 114, King of Prussia, Pa. 19406. Coming: Sports Programing, Custom Jingles.

Sexy voice drop-ins recorded by professional actress. Funny. Turn on. Create. Heard in major markets. 100 indexed drop-ins \$10.00. Gemini Recording, 3374 Bennett Drive, Hollywood, California 90028.

Impressions of John Wayne, Walter Brennan, Karloff, Cagney etc. Wishing your listeners seasons greetings, with your call letters. You write what you want the voices to say or we'll write them for you. Voices also doing promos for your personalities. Twelve all different only \$15.00! Voices Unlimited, 9536 West Ohio Place, Lakewood, Colorado 80226.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE**** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. 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, 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

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** - Atlanta*** - Chicago*** - Houston** - Memphis* - Minneapolis* - Nashville* - New Orleans*** - San Francisco***.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 6 & Apr. 14, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

REI-FCC first class license in (5) weeks. Approved for veterans training—over 97% of REI graduates receive their first phone license. For instant information call toll free: 1-800-237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.

REI in historic Fredericksburg, Va. 809 Carrollna St., Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213-244-6777.

Instructions continued

REI in mid-America, 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816-WE 1-5444.

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2 1/2 to 3 1/2 weeks. New classes start every Monday. Housing can be arranged for \$12-15 per week. Total tuition \$330. 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-0469 or 889-2480.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

KFTW school of broadcasting experience offers three months experience; announcing, disc jockeying, all phases radio, taught by broadcasters. First class January 4. KFTW, 00 Highway, Fredericktown, Missouri 63645.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

FCC first class . . . prepare now at B.E.S.T., serving the entire East with excellent instruction . . . central location, economical lodging, attractive guarantee . . . send for brochure to B.E.S.T., 304 N. Market St., Frederick, Md. 21701 301-662-6292 . . . next class Jan. 4, 1971.

Need a 1st phone fast?? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best on Q&A courses? Our next Intensive Theory Course will begin January 11th, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Help Wanted

Announcers

TOP FLIGHT MORNING RADIO PERSONALITY

TOP FLIGHT WESTERN STATION

TOP FLIGHT WESTERN MARKET

TOP FLIGHT PAY

for

TOP FLIGHT PRO

unique-creative

Send tape and resume:

BOX L-215
BROADCASTING

Technical

SOUTH FLORIDA CHIEF ENGINEER

For 50,000 watt contemporary music radio station. Must think young, dig great sound and thoroughly understand the audio end of the business. Send complete resume and references to:

BOX L-219, BROADCASTING

Technical continued

CHIEF ENGINEER

California radio station seeks full time chief engineer experienced in maintenance of studio equipment and of directional antenna systems. With resume, please send salary requirements.

BOX L-242, BROADCASTING

Television Help Wanted

Technical

TRANSMITTER SUPERVISOR

Transmitter Technicians
Studio Control Room Technicians
Studio Maintenance Technicians

Immediate openings for transmitter supervisor, transmitter technicians, studio control room technicians and studio maintenance technicians in a major market television station. Although the I.B.E.W. is now striking us, we are still operating and have the above jobs available for men and women who are looking for steady, permanent employment with a future.

(WE DO NOT WANT STRIKE BREAKERS)

We do want people who are interested in good jobs, fine wages and top fringe benefits on a permanent basis. Our group-owned station is located in southeastern New England. Send complete resume to:

BOX L-35, BROADCASTING
An Equal Opportunity Employer

News

ANCHORMAN

TV news anchorman—must have experience in producing newscasts and writing. Send resume and VTR or film immediately to:

Joe Carney, c/o KMSP-TV
120 South 9th St.
Minneapolis, Minn. 55402
An equal opportunity employer

Programing, Production, Others

SPORTS

If you're a pro, good enough to work in a major-league city with a top television crew, we may have a great opportunity for you. This major market group-owned station is looking for a hard-working sports director who really wants exposure. Tell me how great you are!

BOX L-286, BROADCASTING

Management

MANAGER CCTV SYSTEM

Opening in Southern California for all-around man with experience in programing, sales, administration to develop unique hotel CCTV system which will feature guest information, convention services, regional attractions. Replies confidential.

BOX L-276, Broadcasting

BROADCAST PRODUCT MANAGER

We have an exceptional opportunity in the Broadcast Products Group of our Professional Products Department. You may qualify if your experience and background include marketing responsibility to radio and television stations and administrative responsibility for a product line. The ideal candidate will offer 5-10 years' experience as chief engineer of AM/FM/television station and subsequent management or sales in the broadcast area.

Our exceptional compensation program is supplemented by benefits that include a tuition refund program for advanced study. For prompt consideration, please send your resume in confidence to Mr. Bruce Murray, Employment Manager.



CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 HIGH RIDGE ROAD, STAMFORD, CONNECTICUT
Applicants from all races desired

FOR SALE STATIONS

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

Fulltime AM station in central Michigan for sale to responsible party. Priced at approximately twice gross. Terms can be arranged. Principals only. Reply in confidence to:

BOX L-280, BROADCASTING

LARSON/WALKER & COMPANY Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

Southern New England fulltime regional AM facility. Good history of profitability. Owner desires to sell at less than 2 1/2 times gross for a figure of \$650,000 on terms. No brokers, please.

BOX L-281, BROADCASTING

CATV in non-top 100 market. 12 Channel system. 1,700 subscribers. Priced at \$300 per subscriber, approximately 3,000 homes in front of plant. Write:

BOX L-282, BROADCASTING

Television Situations Wanted

Management

NEED A STATION MANAGER?

Creative young manager of small-medium TV station looking for challenge and opportunity. Knowledgeable all phases. Ready to help build your ratings, image, and profits. Contact:

BOX L-310, Broadcasting

News

EXPERIENCED TV-RADIO SPORTS COMMENTATOR, WRITER, PRODUCER

30 years young, 7 years on the air, possessed of a phenomenal memory, knows the major leaguers in football, baseball, basketball. Available December 1. Single, hard worker, conscientious. Major markets.

BOX L-284, BROADCASTING

Miscellaneous

ATTN.: STATION OWNERS & MGRS.!

Are you getting your share of your market? Do advertisers complain of "no results"? If you're having problems in sales, promotion or programming... call on a well qualified RADIO CONSULTANT SPECIALIST! Reasonable fees are commensurate with time involved. Call or write today! (404) 233-7391.

Don Mitchell

Drawer "G"—N'side Sta. Atlanta, Ga.

Miscellaneous continued



National Radio Research

Specializing in custom radio surveys

from \$169.50

406 Paseo de Paula—Casa Grande, Arizona

HIT RADIO '71 COUNTRY RADIO MUSIC RADIO

AUTOMATED FORMATS

WRITE-- response
radio inc.

BOX 150 LAFAYETTE HILL, PA. 19444

STATIONS FOR SALE

1. FLORIDA. Absentee owned. Medium market. \$50,000 down.
2. CALIFORNIA. Major market. Daytime. \$50,000 down.
3. MIDWEST. \$15,000 down.
4. TEXAS. \$30,000 down.

Jack L. Stoll and ASSOCIATES

6430 Sunset Blvd., Suite 1113
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Area Code 213-484-7279

Ohio	small	AM & FM	200M	29%	La.	small	daytime	70M	50%
Penn.	small	FM	160M	29%	Ky.	small	AM & FM	136.5M	29%
N.Y.	med.	daytime	270M	29%	Wash.	med.	fulltime	160M	29%
Wash.	med.	daytime	40M	nego	MW	med.	fulltime	230M	terms
Tex.	metro	FM	81.5M	29%	Calif.	metro	daytime	200M	29%



CHAPMAN ASSOCIATES

media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

For Sale Stations

continued

SOUTHWEST KILOWATT

Hi-Desert daytimer bargain priced at less than 1 1/2 times 1969 gross for quick sale. Includes real property. Good terms. Total price \$115,000.

BOX L-314, BROADCASTING



Broadcasting is for business people

... too busy to plow through
a stack of business papers
each week.

BROADCASTING is the one
journal that reports the
complete business week of
broadcasting... edited
and departmentalized for
readers who need to know...
but fast.

(Continued from page 57)

Action Nov. 19.

Call letter applications

- Pensacola Christian School, Pensacola, Fla.—Requests *WPCS(FM).
- Frank D. Ward Inc., Columbia, S.C.—Requests WKRY(FM).
- Connecticut Valley Broadcasting Co., Springfield, Vt.—Requests WCFR-FM.

Call letter actions

- Neosho County Broadcasting Inc., Chanute, Kan.—Granted KKOY-FM.
- Tylertown Broadcasting Co., Tylertown, Miss.—Granted WTYL-FM.

Existing FM stations

Final actions

- KFSG(FM) Los Angeles—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 17.
- KBKB(FM) San Diego—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 74 kw; ant. height 120 ft.; remote control permitted. Action Nov. 9.
- KSJO-FM San Jose, Calif.—Broadcast Bureau granted license covering installation of aux. trans. for aux. purposes only. Action Nov. 17.
- WGLC-FM Mendota, Ill.—Broadcast Bureau granted license covering operation on 100.1 mhz; ERP 3 kw; ant. height 98 ft. (Doc. 18051). Action Nov. 17.
- KSJN-FM Minneapolis-St. Paul—Broadcast Bureau granted CP to change trans. location to Shoreview Site #1, 910 West County Road F, Shoreview, Minn.; install new trans. and ant.; make changes in ant. system ERP 100 kw; ant. height 1,160 ft. Action Nov. 17.
- KOWB-FM Moorhead, Minn.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 410 ft. Action Nov. 17.
- WOTW-FM Nashua, N.H.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 165 ft. Action Nov. 17.
- WGFM(FM) Schenectady, N.Y.—Broadcast Bureau granted CP to install new ant.; make changes in ant.; ERP 5.4 kw; ant. height 930 ft. Action Nov. 13.
- *WRPI(FM) Troy, N.Y.—Broadcast Bureau granted license covering aux. trans. using former main trans. at main trans. location, remote control from main studio location. Action Nov. 17.
- WNCR(FM) Cleveland—Broadcast Bureau granted license covering use of former main facilities for aux. purposes only. Action Nov. 17.
- WSET-FM Nashville—FCC, having granted application of Second Thursday Corp. for extension of time to construct WSET-FM, terminated proceeding in Doc. 18175. Action Nov. 13.
- KODA-FM Houston—Broadcast Bureau granted CP to change trans. location to One Shell Plaza Building, Houston; install ant.; make changes in ant. system; ERP 97 kw; ant. height 790 ft.; remote control permitted. Action Nov. 17.

Rulemaking petition

- WMTW-FM Mt. Washington, N.H.—Requests amendment of rules and regulations looking to ward substitution of FM ch. 240A for ch. 237A in Bath, Me. Ann. Nov. 20.

Call letter applications

- KSDO-FM. Gordon Broadcasting of San Diego, San Diego—Requests KZKZ-FM.
- KQWB-FM, Midwest Radio Co., Moohead, Minn.—Requests KWIM(FM).

Call letter action

- WCMJ-FM, Stereo 94 Inc., Ashland, Ky.—Granted WAMX(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following VHF translators: K06EO, K08D1 and K10DT, all Huntsville, Liberty and Eden, and K02EL, K08DA, K10DQ and K12DA, all Monticello and Blanding, all Utah. Actions Nov. 18.
- Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KCHV-FM Coachella, Calif.; WAGN(AM) Menominee, Mich.; WAMI(AM) Opp, Ala.; WAVC(AM) Warner Robins, Ga.; WBRT(AM) Bardonia, Ky.; WDBC(AM) Escanaba, Mich.; WFERO-AM-FM, Fremont, Ohio; WGO(AM) Kingsport, Tenn.; WHAK(AM) Rogers City, WHEB-AM-FM Benton Harbor-St. Joseph, WHGR(AM) Hough-

ton Lake and WILS-AM-FM Lansing, all Michigan; WJNJ-AM-FM Atlantic Beach, Fla.; WKR(AM) Mobile, Ala.; WKZO(AM) Kalamazoo, Mich.; WLCM(AM) Lancaster, S.C.; WMCO(FM) New Concord, Ohio; WMIK(AM) Middleboro, Ky.; WMNC(AM) Morganton, N.C.; WMRP-AM-FM Flint, Mich.; WNPT(AM) Tuscaloosa, Ala.; WNXT(AM) Portsmouth, W010(AM) Canton and WRFD(AM) Columbus-Worthington, all Ohio; WRJW(AM) Piquette, Miss.; WRKM(AM) Carthage, Tenn., and WROA(AM) Gulfport, Miss. Actions Nov. 13.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: WSAL-AM-FM Logansport, Ind.; WSMT-AM-FM Sparta, Tenn.; WSON-AM-FM Henderson and WTCS-AM-FM Campbellsville, both Kentucky; WTNS-AM-FM Coshocton and WTOD(AM) Toledo, both Ohio; WVCM(FM) Carrollton and WYWY(AM) Barbourville, both Kentucky. Actions Nov. 13.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: WCOA(AM) Pensacola, Fla.; WCUE-AM-FM Akron, Ohio; WDOC-AM-FM Prestonsburg, Ky.; WENE(AM) Endicott, N.Y.; WFFF-AM-FM Columbus, Miss.; WHOK-AM-FM Lancaster, Ohio; WJGG(AM) St. Ignace, Mich.; WKNT-AM-FM Kent, Ohio; WLEA(AM) Hornell, N.Y.; W0XB(FM) Oxford, Ohio; WPHS(FM) Warren, Mich.; WPUT(AM) Brewster, N.Y., and WWST-AM-FM Wooster, Ohio. Actions Nov. 18.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following *K0FA(FM) Yuma, Ariz., to Jan. 7, 1971; WAUG(FM) Augusta, Ga., to Jan. 15, 1971; WBIE-FM Marietta, Ga., to Jan. 24, 1971; WVCA-FM Gloucester, Mass., to April 26, 1971; KCNA(FM) Henderson, Nev., to Feb. 1, 1971, and WANS-FM Anderson, S.C., to March 13, 1971. Actions Nov. 17.
- WDH(TV) Dothan, Ala.—Broadcast Bureau granted mod. of CP to specify studio location as on Route #52, 1.8 miles east of Dothan. Action Nov. 12.
- WTOW-FM Baltimore—Broadcast Bureau granted mod. of CP to change type trans. and type ant.; ERP 20.5 kw; ant. height 720 ft. Action Nov. 13.
- *WCPB(TV) Salisbury, Md.—Broadcast Bureau granted mod. of CP to extend completion date to April 13, 1971. Action Nov. 13.
- WLAU(AM) Laurel, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1971. Action Nov. 17.
- KXLW(AM) Clavton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to May 10, 1971. Action Nov. 17.
- K08FC Plain and Lake Wenatchee area, both Washington—Broadcast Bureau granted mod. of CP to make changes in ant. system of VHF translator. Action Nov. 17.
- WSWP-TV Grandview, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to April 13, 1971. Action Nov. 13.

Other action

- FCC informed NBC in response to request from network for permission to use new cue signal to alert its stations to prepare for local and commercial inserts. that it will concur in use of proposed signal on regular basis but that it would review and perhaps withdraw concurrence if later developments "make such course advisable." Action Nov. 18.

Translator actions

- K11EG and K13CB, both Del Norte, Colo., granted CP's to change trans. location to approximately 5 miles northeast of Del Norte; change type trans.; make changes in ant. systems. Actions Nov. 17.
- K05DJ Jacks Cabin, Colo., granted CP to change frequency of VHF translator from ch. 5 to ch. 2; change type trans.; change call letters to K02GH. Action Nov. 16.
- K70CF Canadian, Higgins and Lipscomb, all Texas, and Arnett, Okla.—Broadcast Bureau granted CP to change input ch. to via K66AB rural area south of Perryton and Booker, both Texas; condition. Action Nov. 17.
- K08DP, K10EB and K12DH, all Holden and Scipio, Utah—Broadcast Bureau granted CP's to change type trans. and to increase output power to 10 w in VHF translators. Actions Nov. 17.

Ownership changes

Applications

- WRCK-AM-FM Sheffield, Ala.—Seeks assignment of license from Erwin Parks Jr. and Robert

Warren Kicker dba Radio Station WRCK to Robert Warren Kicker tr/as Radio Station WRCK for \$35,000. Seller: Erwin Parks Jr. (50% before, none after). Buyer: Robert Warren Kicker (50% before, 100% after). Ann. Nov. 19.

■ **KXOA-FM** Sacramento, Calif.—Seeks assignment of license from Cal-Fal Radio Inc. to KXOA-FM Inc. for \$160,000. Sellers: Asa Stallworth Jr., president, et al. Buyers: Lester E. Chenuault, president, (25%); Willet H. Brown; Michael J. Brown, and Phillip T. Yarborough. Mr. Chenuault has interest in KYNO-AM-FM Fresno, Calif., radio syndication service, radio consulting business and radio production company, and is director of production of *History of Rock and Roll*, radio documentary. Willet Henry Brown is president of KGB-AM-FM San Diego, and is president of leasing and investment firm and two auto sales concerns. Mr. Yarborough is stockholder in KGB-AM-FM. Mr. Yarborough has interests in same businesses as Mr. Chenuault. Ann. Nov. 19.

■ **KCAN(AM)** Canyon, Tex.—Seeks assignment of license from J. R. Clodfelter to Courtesy Broadcasting Inc. for \$67,055.06. Seller: J. R. Clodfelter, sole owner. Buyer: Wesley E. Ninemire, sole owner. Mr. Ninemire is salesman for truck trailer and equipment manufacturer; owns sign advertising firm and is flight instructor for flight school. Ann. Nov. 19.

■ **KXXX(FM)** Dallas—Seeks transfer of control of Commerce Broadcasting Corp. from Dawson Communication Inc. (100% before, none after) to Able Communications Inc. (none before, 100% after). Able Communications owns KJOI(FM) Los Angeles. Principal of Able Communications Inc.: The Noel Fund (100%), Edmund J. Blake Jr., president. Mr. Blake has interest in land investment firm. Ann. Nov. 19.

■ **KAML(AM)** Kenedy-Karnes City, Tex.—Seeks assignment of license from The Camel Co. to The Nine-Ninety Co. for \$80,000. Sellers: Estate of Charles W. Balthrope, et al. Buyers: Horace Dayton Smith, Joan M. Smith, Horace L. Smith and Dottie E. Smith (each 25%). Horace Dayton Smith is employee of KAML; Horace L. Smith is farmer; Joan and Dottie Smith are housewives. Ann. Nov. 19.

■ **KSTU(FM)** Centerville, Utah—Seeks assignment of CP from Howard W. Pingree to Centerville Broadcasting Co. for \$2,550. Seller: Howard W. Pingree, sole owner. Buyers: R. Blair Lund (95%) and Raymond C. Brown (5%). Mr. Lund is president and stockholder of loan organization. Mr. Brown is property manager of Amex Corp., Salt Lake City. Ann. Nov. 19.

■ **WTID-AM-FM** Newport News, Va.—Seeks transfer of control of Big T Corp. from Milton Q. Ford (33 1/3% before, none after) to Alvin Epstein (33 1/3% before, 50.5% after) and Dr. Norman Berger (30% before, 44.8% after). Consideration \$179,476. Ann. Nov. 19.

■ **WKZN(FM)** Kenosha, Wis., and WZBN(AM) Zion, Ill.—Seeks transfer of control of Zion-Benton Broadcasting Corp. from William J. Bicket (50.1% before, 10.1% after) and W. James Bicket (49.9% before, 9.9% after) to Bicket Buildings Inc. (none before, 80% after). Consideration: transfer of 2,200 shares of common stock from transferees in settlement of outstanding debt of licensee of \$220,000. Principals of Bicket Buildings Inc.: William J. Bicket, director (50%); W. J. Bicket, trustee for children of W. James Bicket and Willis John Bicket (50%). Ann. Nov. 19.

Actions

■ **KPIN(AM)** Casa Grande, Ariz.—Broadcast Bureau granted assignment of license from Casa Grande Broadcasting Inc. to KPIN Inc. for \$75,000. Sellers: Bernard D. Bennett, president, et al. Buyers: Augustus L. Bailey Jr., president, and George H. Thomas, vice president-treasurer (each 50%). Messrs. Bailey and Thomas are advertising, promotion and publicity director and assistant promotion manager, respectively, for WCPO-TV Cincinnati. Action Nov. 18.

■ **KVSL(AM)** Show Low, Ariz.—Broadcast Bureau granted transfer of control of White Mountain Broadcasting Inc. from Haskell M. Metz, president (100% before, none after) to Robert M. Zellmer (none before, 100% after). Consideration \$35,000. Mr. Zellmer has interest in CATV system. Action Oct. 30.

■ **KOXR(AM)** Oxnard, Calif.—Broadcast Bureau granted assignment of license from Oxnard Broadcasting Corp. to Lotus Oxnard Corp. for \$598,000. Sellers: Paul R. Schneider, et al. Buyer: Howard A. Kalmenson (100%). Action Oct. 30.

■ **WYNR-AM-FM** Brunswick, Ga.—Broadcast Bureau granted transfers of control of Southern Radio Inc. from Denver T. Brannen (55% before, none after) to James L. Wiggins (45% before, 100% after). Consideration: \$110,000. Principals: Mr. Wiggins owns construction firm and has land developing interests. Action Nov. 13.

■ **WGSB(AM)** Geneva, Ill.—Broadcast Bureau granted transfer of control of Dolph Hewitt & Associates (parent co. of licensee) from Dolph

and Ruth Hewitt (34% before, none after) to Nelda Brickhouse, president (49.99% before, 75% after) et al. Consideration \$57,800. Action Nov. 16.

■ **KTOE(AM)** Mankato, Minn.—Broadcast Bureau granted transfer of control of Minnesota Valley Broadcasting Co. from Harry Willard Linder (22.47% before, none after) to Donald O. and H. Willard Linder (each 38.76% before, 50% after). Consideration \$65,000. Donald O. and H. Willard Linder are sons of transferor and operate station together. Action Oct. 30.

■ **WERE-FM** Cleveland—Broadcast Bureau granted assignment of license from Cleveland Broadcasting Inc. to CCC Communications of Cleveland Inc. for \$525,000. Sellers: George R. Fritzinger, et al. Buyer: Alexander M. Tanger (100%). Mr. Tanger owns WLKW(AM) Providence, R.I., is president and director of license corp. of KKKW-FM Providence; owns WIFL(AM) Philadelphia, has interest in WHDH-AM-FM-TV Boston, and has application pending for assignment of KRBE(FM) Houston. Action Oct. 28.

■ **WCOM-FM** Urbana, Ohio—Broadcast Bureau granted assignment of license from Brown Publishing Co. to Champaign Communications Inc. for \$70,000. Sellers: Clarence J. Brown Jr., president, et al. Buyers: James W. Bissey, Phillip S. Church Sr. and Kenneth W. Arnold (each 33 1/3%). Mr. Bissey is station manager of WOCM; Mr. Arnold has interest in two CATV systems; Mr. Arnold has interest in same CATV concerns. Action Nov. 5.

■ **WODY(AM)** Bassett, Va.—Broadcast Bureau granted transfer of control of WODY Inc. from Piedmont Trust Bank, executor of estate of Solomon Loeb Goodman (80% before, none after) to E. Arnold Perry (20% before, none after). Consideration \$7,500. Mr. Perry is manager of WODY. Action Oct. 26.

■ **WBKV(AM)** West Bend, Wis.—Broadcast Bureau granted transfer of control of West Bend Broadcasting Co. from Ethel B. Berkholtz, executrix of estate of August C. Berkholtz (100% before, none after) to Gazette Printing Co. (none before, 100% after). Consideration \$300,000. Principals of Gazette Printing Co.: Harry H. Bliss Trust (85%), Robert W. Bliss (5%) and Josephine B. Ross (5%), et al. Transferees own WCLO(AM) and WJVL(FM), both Janesville, Wis. Action Oct. 30.

CATV

Applications

■ San Andreas, Altaville and Angel's Camp, all California—Group Cable Inc. Seeks distant signals of KTVU(TV) and KBHK-TV, both Oakland-San Francisco; KAJC-TV Stockton, and KGSC-TV San Jose, both California. (Sacramento-Stockton, Calif. ARB 25). Ann. Nov. 19.

■ South Bay Terrace, Calif.—South Bay Terrace Antenna Systems Inc. Seeks distant signals of KNXT(TV), KNBC(TV), KTLA(TV), KABC-TV, KHJ-TV, KTTV(TV) and KCOP(TV), all Los Angeles (San Diego ARB 50). Ann. Nov. 19.

■ Silvis, East Moline and Moline, all Illinois, and Bettendorf and Davenport, both Iowa—Quint Cities Cablevision Inc. Seeks distant signals of WCJU-TV, WFLD-TV, WGN-TV and WTTW-TV, all Chicago (Davenport, Iowa, Rock Island-Moline, Ill. ARB 62). Ann. Nov. 19.

■ Kokomo and Howard county, both Indiana—Telecab of Kokomo, Ind. Seeks distant signals of WGN-TV and WFLD-TV, both Chicago (Indianapolis ARB 18). Ann. Nov. 19.

Final actions

■ Sikeston, Mo.—See-Mor Cable TV of Sikeston Inc. Cable Television Bureau granted, pursuant to rules, petitions for waiver of rules filed Jan. 12 and July 15. Action Nov. 16.

■ Sayre, Okla.—FCC denied request by Sayre TV Cable System, operator, asking for waiver of program exclusivity provisions of rules, directed system to comply with rules within 30 days. Action Nov. 18.

Initial decision

■ Hearing Examiner Basil P. Cooper in Huntington, W. Va., approved joint agreement between Ohio Valley Cable Corp. and Reeves Telecom Corp., licensee of WHTN-TV Huntington, assuring WHTN-TV exclusivity on CATV system. Ann. Nov. 18.

Actions on motions

■ Hearing Examiner Frederick W. Dennison in Ferwick, Foundryville and Nescopeck, all Pennsylvania (Cable TV Co.), CATV proceeding, in view of potential conflicts in hearing examiner's schedule, set procedural dates and postponed Dec. 2 hearing to Dec. 16 (Doc. 18986). Action Nov. 12.

■ Hearing Examiner Millard F. French in Bryan,

Tex. (Community Cablevision Corp.), CATV proceeding, granted motion by Channel 6 Inc. and ordered transcript corrected by inserting on page 53, line 20, word "not" after word "are" and before word "here"; certified to commission for final decision, record in proceeding (Doc. 18922). Action Nov. 13.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 24. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ South Gate, Calif.—Theta Cable of California has applied for a franchise.

■ *Holyoke, Colo.*—A franchise was granted to Midwest Cable TV. The franchise fee was waived until the micro-wave permit is approved by the Federal Communications Commission. This was done in order to defray some of the additional costs of installing a temporary system bringing in all three networks now.

■ *Charlestown, Ind.*—Franchise has been awarded to GRC-TV (multiple-CATV owner) Jeffersonville, Ind. The cost will be \$10 for installation and \$4.75 per month plus \$2 for each additional set. The city will receive revenue on an ascending scale from 2 1/2% to 4 1/2% of the company's gross receipts.

■ *Prairie Village, Kan.*—Telecable has applied for a franchise.

■ *Hammond, La.*—John A. Chauvin, president-general manager of WFPR(AM) Hammond, La., was granted a franchise. Subscribers will pay an installation charge of \$10 and \$5.50 per month.

■ *Salisbury, Mass.*—The North American Communications Systems Inc. of Lowell has applied for a franchise.

■ *Bloomington, Minn.*—Community Telecommunications Inc., Denver, has applied for a 20 year franchise.

■ *Wilton, N.H.*—A franchise has been granted to Young's Community Television of Springfield, Vt. The firm was also awarded a franchise in Peterborough, N.H., and they will use the same antenna to service both communities.

■ *Andover, N.J.*—Garden State Cable Television was awarded a franchise.

■ *Albany N.Y.*—Franchise has been granted to Capital Cablevision Systems Inc., a subsidiary of American Television and Communications Corp.

■ *Buffalo, N.Y.*—Four firms have applied for franchise. They are: Comex Cable Corp., Courier Cable Co., Time-Life Broadcast Inc. (multiple-CATV owner) and Teleprompter Corp. (multiple-CATV owner). The latter two are New York-based operations.

■ *Lackawanna, N.Y.*—Comax Cable Corp., Lackawanna, has applied for a franchise.

■ *Upper Arlington, Ohio*—Franchise has been granted to Communications Properties Inc., subsidiary of Newark Trust Co., Citizens Financial Corp.

■ *Kutztown, Pa.*—A franchise has been awarded to Cable TV Inc., Allentown. The borough will receive \$2.50 for each 150 feet of cable and \$2.50 for each pole used. Installation charges will be \$7.95 for the first one or two seats with each additional set costing \$5, and \$4.95 monthly rental plus \$1 for each additional set.

■ *Lower Nazareth, Pa.*—Board of Supervisors has authorized a rate increase of \$1.00 to \$4.50 to go into effect Jan. 1.

■ *Uniontown, Pa.*—Franchise has been awarded to Ross Brothers Cable TV Co.

■ *Tyler, Tex.*—A franchise was granted to Television Cable Service Inc., a subsidiary of Livingston Oil Co., Tulsa, Okla. LVO owns and operates the present five-channel cable system, and they will continue the present rates of \$4.50 per month at least until completion of new facilities and expansion of the system to 27 channel potential.

■ *Vernon, Tex.*—Vernon CATV Inc., Vernon, has been awarded a franchise. The corporation will have 12 months after receiving FCC approval on microwave transmissions to complete installations of transmission tower and other equipment.

■ *Brooke county, W. Va.*—County commissioners have approved a franchise for Brooke Cable Co., Wellsburg, W.Va. System will have 11 channels and FM service.

■ *Milwaukee*—Time-Life Broadcast Inc. (multiple-CATV owner) has applied for a franchise. City would receive 10% of the gross income. Subscribers would pay \$15 for installation and \$5.75 a month.

Many Madison Avenue types could hardly admit this fall that some Chicago agency had dared cross the Hudson and walk off with the Braniff International account. Ever since Mary Wells Lawrence painted planes pretty colors, Braniff had become one of the street's creative pets.

But Clinton E. Frank Inc., certainly no small agency since it trebled its billings in the last five years, never considered Braniff anything but strictly business and pitched it that way, knowing full well Mrs. Lawrence was a hard act to follow, as Lois Holland Callaway Inc. learned after two years on the account. Frank bit fast and hard.

That approach is typical of Clint Frank, the agency's founder and chief executive officer, an ex-Yale football star who directs his agency team with an enthusiasm that occasionally may be a bit impetuous. His physical size and booming voice will strike fear in the new staff member, but older hands who know him better see that broad grin as well and have learned not to be so overwhelmed.

"Clint is sort of like a big woolly bear," an associate explains, "and he comes on strong, but he is a very careful listener and you know he understands your points before he makes his decision. It usually comes quickly."

Mr. Frank discounts personal friendships as meaning anything in getting business. "You get it on performance," he says, "and you hold it on performance."

The broadcast media have played vital roles in helping Frank perform for many of its accounts. Both radio and television are major parts of the new media plan Frank has submitted to Braniff for its approval. About half of Frank's \$70 million in annual billing now goes to broadcast.

Frank's account list also includes: Dow-Jones, Anchor Hocking, Continental Oil, Curtiss Candy, Elanco, Formica, Johnston & Murphy Shoes, Kemper Insurance, Kohler, Kraft Foods, Motorola, O'Brien Paints, ReaLemon, Reynolds Metals, Scovill, Simoniz, Sun-sweet, Toni Co., Toyota, Vick Chemical's Clark division and Wrigley, plus many others.

Frank has full-service offices also in New York, Cincinnati, Richmond, Va., Dallas, Los Angeles and San Francisco (earlier this month Frank acquired the West Coast agency, Smock/Waddell). It is the American partner in EMAD, a consortium of 10 agencies in eight European countries plus Canada and the U.S.

Mr. Frank develops strong loyalties among his staff by taking personal interest in their work and families. It's the coach-in-the-locker-room coming out in him. He tries to keep the team in shape, too, urging them to use the health room

Discipline, drive, directness, guts— the adman as coach

he had built into Frank's new Chicago headquarters, a facility he uses often when not flying about the country in the agency's plane searching for new business or servicing key accounts. He also is careful to credit every contributor on the staff and at group sessions will run through the full list to cite all participants, name by name.

Week's Profile



Clinton Edward Frank—chairman of executive committee and chief executive officer, Clinton E. Frank Inc., Chicago; b. Sept. 13, 1915, St. Louis; BA, economics, 1938, Yale University; joined Blackett-Sample-Hummert Inc., Chicago, 1938, working various phases radio advertising for 10 years except for World War II when he served as lieutenant colonel in Army Air Force as aide to General James Doolittle; advertising manager, E. J. Brach & Sons, Chicago, 1948; became partner 1949 in new Chicago agency, Price, Robinson & Frank, which in 1954 became Clinton E. Frank Inc.; active in many civic and charitable organizations including VP and trustee of National Brain Research Foundation; director—Merchandise National Bank and Stanray Corp.; m. Margaret Rathje Mullins, May 1967; children—Susie 15, Chip, 14 and Clint M., 11, plus seven others now grown (each had children by previous marriages); hobbies—sports.

Because of Mr. Frank's quiet but extensive personal participation in charities, particularly those related to mental retardation, the agency became besieged with solicitations. Now it makes creative and financial contributions via a special foundation. Mr. Frank also has been modest about his football history, not letting his people exploit it.

Before taking his BA in economics at Yale in 1938, Mr. Frank played varsity. He was captain and quarterback of the Yale squad and was named first team All-American quarterback in both 1936 and 1937. He won two of football's top memorial awards in 1937, the Heisman trophy and the Maxwell trophy. In 1955 he was elected to the Intercollegiate Football Hall of Fame.

After graduation in 1938, Mr. Frank joined Blackett-Sample-Hummert, Chicago, which then had 90% of its blue-chip billings in radio. He soon learned the medium inside out through daily involvement with production of the many shows then originating there. During World War II he served on the staff of General James Doolittle. After a year with E. J. Brach & Sons, Chicago candy firm, in 1948, Mr. Frank joined as partner in a new agency, Price, Robinson & Frank, which became Clinton E. Frank Inc. in 1954.

"There is no substitute for knowing what you are talking about and that means hard work," Mr. Frank says in explaining the guts of his advertising philosophy. "Armed with that knowledge," he adds, "be perfectly candid and straightforward with your clients."

He feels strongly that "the future of our business belongs to the disciplined creative mind and I bear down on the word disciplined. This contemporary school of young Turks will pass from favor because they are trying to be different for the sake of being different." Real creativity, he says, must be "based on an understanding of the product and the market to be reached."

Mr. Frank is proud of the fact that his agency's timebuying experts in recent years have twice been voted best by the Chicago chapter of the Station Representatives Association. He notes that while the emphasis at most agencies has been on excellence of the creative product, it also is vital for media to be used creatively.

"We're not just buying numbers and media efficiency," he says. "We're buying media impact, media effectiveness and that happy marriage of medium and message that gives the client extra mileage for his dollar," he adds.

Total involvement of media people is essential to good media buying, Mr. Frank stresses. "When agencies perform in this manner," he says, "they achieve a level of competence and effectiveness that no media-buying service can equal."

Only the beginning

The Senate's sustaining of the President's veto of the political-broadcasting bill makes it possible for the Congress to take a broader look at the problem of political campaigning. If the veto had been overridden, that would have been the end of campaign reform for a while at least. At broadcasting's unique expense, the appearance of reform would have been achieved at no effect whatever on the abuses and excesses that now infect the American political process.

A new approach ought to start with two assumptions that have been overlooked, perhaps deliberately, in the harangues of recent months:

1. The American voter is smart enough to be entrusted with the vote.
2. The American politician is smart enough to be entrusted with his own choice of methods of campaigning.

If those two statements may be accepted as starting points, much of the dispute over arbitrary restrictions on the use of one medium or another will be rendered moot, and the discussion can move on to the really significant issues.

It seems to be generally agreed by both Democrats and Republicans that total political spending must be brought under some control. If that is the problem, the attack on it ought to be addressed to the establishment of ceilings on all expenditures by or on behalf of candidates for federal office and of enforceable disclosure of the amounts spent and for what purposes. If the sentiment widely expressed by members of both parties is sincere, ceilings and reports on expenditures ought to be attainable.

In the best of all worlds, it would also be desirable to require complete and accurate identification of sources and amounts of campaign contributions. That condition may command less than universal support. There are powerful interests of diverse political persuasion, and incumbent senators and congressmen beholden to them, who like the existing law just as fuzzy as it is.

No one should believe that genuine reform of political campaigning will be easy to get, but recognition of that fact of life is no excuse to abandon the effort. As for broadcasters, they have a special reason to work for omnibus reform. They pledged such work in pleading with senators to sustain the President's veto. And the alternative to general controls is the easy-target kind of antibroadcast legislation that almost turned into law this time.

For broadcasters, the Senate vote last week was only a reprieve. There is cause for short celebration before the long, hard job of getting a law to protect both the public's interests and the broadcasters'.

To what end?

The current talk by the television networks about which three hours they are likely to program under the prime-time access rule does not seem likely to be much more than that—just talk—for a while. In each case the final decision, whatever the other factors that go into it, must take competition into account. That means nothing may be final-final until the moment beyond which, for practical purposes, no network is likely to change again.

NBC-TV tentatively plans to program 8-11 p.m. eastern time except on Sunday nights, CBS-TV goes for 7:30-10:30 every night and ABC-TV prefers 8-11. But all three are keeping their options open.

Competitive instincts being what they are, it is not rational

to expect anyone to give away any advantage that can be kept. The benefits of programing 8-11, such as being able to accommodate movie run-overs without violating the new FCC rule, must be weighed against the effects of having one or both competitors get a headstart on the night by coming in at 7:30, probably with the strongest one-hour shows that can be found.

The final decision cannot be delayed too long. Affiliates must know for sure which half-hours will be returned to them for their own programing: A program suitable for 10:30-11 may not be at all suitable for 7:30-8. Or do they fill the half-hour, wherever it occurs, with local news? Either way, entertainment programing or news, they need time to find, develop and hopefully to sell it.

But the networks have pressures of their own working against protracted delay. They, too, must make program commitments and these depend, in part, upon the hours to be programed. They must make these commitments soon if they are to allow themselves time—as they must, particularly in the current economy—to sell the new schedules.

Whenever the final-final decisions come, it seems certain they are being reached by strategy-plotting and counter-plotting as intense as television has lately seen.

If confusion was the purpose of the FCC in decreeing the cutback in network programing, the purpose has been reached and exceeded. Somehow there must come an end to the use of the television system as a Tinker Toy for Washington bureaucrats.

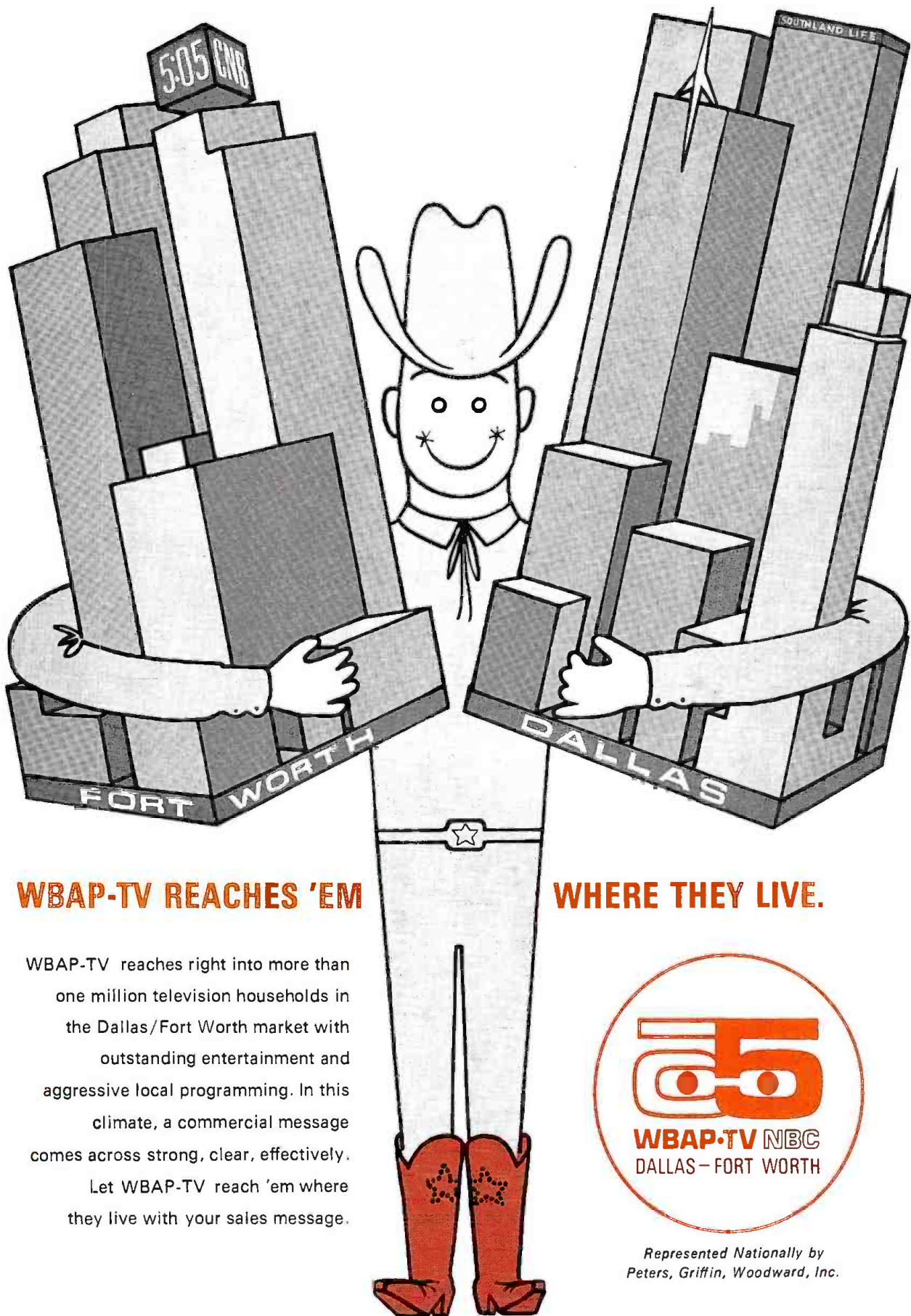
Slow motion

Give or take a day or two, nine months passed between the filing of the application for transfer of Corinthian's stations to the merged Corinthian and Dun & Bradstreet and the FCC's first vote on the subject last week. As reported elsewhere in this issue, the FCC sent the application back to the staff for further exploration.

The FCC has no excuse to let so much time elapse before taking action on this or any station transfer. It has been as dilatory in the past, when it lacked the alibi of split votes occasioned by lack of a seventh member. If the agency continues to put this sort of application aside while squandering its time on invented missions of no urgency, its administration ought to be called to account.



Drawn for BROADCASTING by Sid Hix
"We lost the election, Senator, but your TV spot won an award as the funniest commercial of the year."



WBAP-TV REACHES 'EM

WBAP-TV reaches right into more than one million television households in the Dallas/Fort Worth market with outstanding entertainment and aggressive local programming. In this climate, a commercial message comes across strong, clear, effectively.

Let WBAP-TV reach 'em where they live with your sales message.

WHERE THEY LIVE.



*Represented Nationally by
Peters, Griffin, Woodward, Inc.*

To celebrate 3 years of finding homes for over 475 special-needs orphans... KTTV invited all of them back to "A Party for Mitzi".



Mitzi is a very special little girl. She's attractive, personable and courageous... and has spent most of her seven years in

a wheelchair. KTTV's televised "Party for Mitzi" has helped find her a home. (Several prospective parents are interested in Mitzi).

It is extremely difficult to find adoptive parents for older children, or those with mixed parentage or medical and physical problems. It is these children who appear on KTTV.

A remarkable thing apparently happens when adoptive parents see a handicapped child on television: They see the youngster rather than the handicap. KTTV's program has been exceptionally successful in finding families for children with medical and physical handicaps, such as cardiac, orthopedic and vision problems, deafness and cerebral palsy.

In three years over 600 orphans have appeared on KTTV. More than 475 have found homes and 70 more are in process. In addition, many children not appearing on the show are placed when parents come in to meet a child they saw on the station, find the youngster already adopted, and choose another one instead.

Last April, "Adoption: Ben Hunter Show" was awarded an Emmy for "Outstanding Continuing Achievement in Community Affairs". Because of KTTV's success in finding homes for special-needs orphans, Metromedia stations WNEW-TV, New York, WTTG in Washington, D.C. and KMBC-TV, Kansas City have started similar projects.

KTTV's unique adoption program is another example of the many ways Metromedia Television stations across the country have become deeply involved in local and national affairs... providing meaningful help and responsible leadership wherever needed.

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The vital new force in broadcasting